

Scottish Grocer feature synopsis

May 2018 edition

Refrigeration feature

Editorial contact for this feature is

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Deadline for editorial submission **Monday March 26th, 2018**

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information (for example market share, market trends and details of brand activity)*
- *It's always very useful to receive images – 300 dpi if possible. Good images include product shots, pictures of people quoted in the copy, and pictures of advertising and marketing activity*
- *And please feel free to provide anything else you think is relevant*

There is hardly a retailer left in Scotland who hasn't woken up to the profit potential of chilled, frozen and food to go. But there are still plenty of stores using equipment that could do with a bit of an upgrade. In this feature we'd like to hear from the firms behind the fridges to help retailers better understand how the technology has improved, what they should be looking for when purchasing refrigeration equipment and why it's worth the investment. We'd welcome your views on the following:

- **What styles of refrigerator/freezer/chiller are proving popular in Scottish c-stores at the moment? What units prove popular for different functions – would a chiller that's ideal for instant consumption soft drinks be the best tool for the job when it comes to chilled butcher meat?**
- **What are the key considerations for retailers looking to upgrade their refrigeration in store? What questions should retailers be asking equipment suppliers? How can retailers best ensure they're getting the right equipment for their business?**
- **How valuable is investing in new refrigeration in the long-run? What impact can upgraded equipment have on energy bills and what evidence is there to suggest better chillers boost sales?**
- **When it comes to financing new refrigeration equipment, are there any schemes or support grants on offer that you think retailers should be aware of? What help is there out there to make the investment in new equipment a manageable expense for retailers?**
- **Do you have any recent Scottish c-store refrigeration projects you think would be worth covering in Scottish Grocer?**