

Scottish Grocer feature synopsis

May 2018 edition

World food and drink 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 was a time when fine dining was something of an Edinburgh thing, but those years are long gone and Scotland now stands as a nation filled with 'foodies', a transition that's visible in the improving fortunes for a host of local producers of premium Scottish ingredients. But it's not just the local stuff that's gaining from improving taste, home-chefs are increasingly experimenting with foreign flavours. In this feature we'll look at how retailers can take advantage of the consumers appetite for something exotic for dinner. We'd welcome your views on the following:

- **They may be taking up increasing shelf space in the big multiples, but how have world cuisine brands been performing in Scotland's c-stores?**
- **World food isn't all about haute cuisine and with everything from American confectionery to Korean instant noodles flying off shelves in some stores. In your view, do world brands from confectionery, soft drinks and other impulse/FMCG categories have a place in Scottish c-stores? What do you think drives interest in foreign brands operating in a space that is already well catered to by domestic producers?**
- **Which world cuisines are proving to be particularly popular with Scottish consumers? Why do you think that is?**
- **What advice would you offer to retailers looking to create a world-food range that stands out in store? How can retailers use the exotic nature of world foods to their advantage when creating displays/merchandising in store?**
- **Are there any particular events or occasions when particular world foods perform well? What dates should retailers be aware of and how should they prepare for these?**