

Scottish Grocer feature synopsis

June 2018 edition

Chocolate feature

Editorial contact for this feature is

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Deadline for editorial submission **Monday April 30th, 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*

Who doesn't love chocolate? The category's appeal is well known, but with no obvious chocolate-centric holidays on the horizon the summer months create a bit of space for ingenuity in the category. In this feature we'll look at what steps retailers can take to create a chocolate offer that performs all year round and ask where the key areas of growth are in the category. We'd welcome your views on the following:

- **How would you assess the performance of chocolate in the convenience sector? Which formats in particular do you see as offering strong potential for increasing sales and what would your predictions be for the future of chocolate in Scotland's convenience stores?**
- **What pack formats are performing well in chocolate at the moment? Why do you reckon this is the case? Is there any seasonality to the relative performance of different pack formats in the chocolate category?**
- **The Scottish Government is currently investigating a broad range of health focused policies that could spell an end to various kinds of chocolate and sugar confectionery promotions north of the border. How can retailers best communicate the value of their chocolate offer without relying on 2-4-1 and or other promotions?**
- **Premiumisation has left its mark on everything from beer to bread, but has it impacted on c-store chocolate sales? How have premium chocolate brands performed over the last year and do you see scope for this sub-category's expansion in c-stores?**
- **With Easter behind us and Halloween still months away, what are the key chocolate occasions retailers should be aware of this summer? How**

**can retailers ensure chocolate sales stay strong when the mercury rises?
How should retailers merchandise chocolate in the summer months?**

• What product innovation in the chocolate category are you most excited about for 2018?