

# Scottish Grocer feature synopsis

June 2018 edition

## Lunchtime snacking 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*

**Convenience is the bread and butter of Scottish independence retailers and there's no shortage of busy customers looking to snap up a quick sandwich at lunchtime. And while the traditional meal deal still gets results, food to go has come on leaps and bounds in Scottish stores in recent years just as consumer preferences have evolved, meaning it might be time for some stores to update their lunchtime offer. In this feature we'll look at how retailers can improve their lunchtime offer and ask where the areas of growth are based on current trends. We'd welcome your views on the following:**

- **In your view, how important is the lunch occasion to c-store retailing? Which categories get the biggest lift from the lunch occasion? What are the star performers in terms of overall sales? What kinds of products have enjoyed strong growth over the last 12 months thanks to demand at lunchtime?**
- **How important are promotions to lunchtime sales? What can retailers do to step beyond the sandwich/crisps/drink meal deal to help their store stand out from the competition? Have you seen any clever examples of a lunchtime promotion that you think retailers might be interested in?**
- **How has the trend for healthier eating/free from products impacted on the lunch occasion? How should retailers respond to this demand in a way that ensures they tap into this emerging market without generating too much waste?**
- **What's trending in food to go at the moment? How has this market evolved beyond the packet sandwich? Are there any adventurous, exotic or unusual ingredients/flavours that you reckon retailers should be aware of?**

**• What can retailers do to make the most of the packed-lunch opportunity? What kind of products/packs should retailers ensure they stock for the packed-lunch occasion and why? Are there any packs or easy-to-prepare meal formats that retailers should be aware of?**