

Scottish Grocer feature synopsis

July 2018 edition

Food to go feature

Editorial contact for this feature is

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Deadline for editorial submission **Tuesday May 29, 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*

Arguably the biggest convenience trend around, the shift towards food to go in Scottish c-stores has been major as more retailers embrace the opportunity. In this feature we'll look at how the market has improved in Scotland and ask how retailers can push food to go further forward in their store. We would welcome your views on the following where appropriate:

- **In your view, how has food to go evolved in Scottish c-stores in recent times and why do you think that is? Why has food to go become so important to convenience retailing? Will this trend continue?**
- **What are some of the most innovative or exciting food to go solutions you have seen in c-stores? For retailers looking to step beyond the sandwich, snack and a soft drink meal deal - where should they consider expanding to?**
- **How has the introduction of the sugar tax affected food to go bundles that previously included high sugar soft drinks? What steps should retailers take to retain value for their customers without taking a big hit on the store's bottom line?**
- **Long a staple of the working lunch, is there scope for retailers to expand food to go into other times of the day? What can retailers do to generate food to go sales at breakfast? In the evening?**
- **What advice can you offer retailers who wish to create a food-to-go section that is both eye-catching and easy to shop?**

• What steps can retailers take to better market/promote their food to go offer? Is there scope for the use of loyalty schemes in food to go? Can you provide any examples/tips in this regard?