

Scottish Grocer feature synopsis

August 2018 edition

Frozen foods feature

Editorial contact for this feature is

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Deadline for editorial submission **Tuesday June 26, 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 where independent retailers have a major edge over out-of-town supermarkets and there are few categories that offer more convenience to busy consumers than frozen food. With lifestyles said to be busier than ever there's great opportunity in this category and in this feature we'll look at how retailers can create a quality frozen food offer that's a cut above the competition. We would welcome your views on the following where appropriate:

- **How would you assess the performance of frozen food in Scottish independents? What areas of the category are in growth and what do you think is behind this growth? What are some of the overarching consumer trends shaping frozen food at the moment?**
- **Space is always at a premium in Scottish c-stores? What are some of the key subcategories within frozen that retailers should ensure they cover? Does this vary by region/demographic?**
- **What broader category trends (free from, lower sugar, vegan, etc.) have filtered into the frozen food category?**
- **In your view, what's the most effective way to merchandise a frozen food section? Blocking by sub-category? By brand? How can retailers create an eye catching but easy to navigate frozen food display?**
- **What scope is there to generate link sales through the frozen food section? Does the big night in occasion create opportunities to boost basket spend through the freezer?**
- **How important is the PMP format to the frozen food category?**