

Scottish Grocer feature synopsis

August 2018 edition

Pasta, rice and noodles 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*

Is there a student in all of Scotland who hasn't taken solace in a pasta, rice or noodle product purchased from a c-store at some time or another? Unlikely, and the appeal of these kitchen staples goes much further than that. In this feature we'll assess the performance of pasta, rice and noodles, ask where the areas of growth are and look at how c-stores can tap into demand for pasta, rice and noodles. We would welcome your views on the following where appropriate:

- **In your view, how are pasta, rice and/or noodle products performing at present? How are c-stores performing when compared to the supermarkets? Is there evidence of an opportunity for independent retailers to grow their market share?**
- **What innovations in pasta, rice and/or noodles has got you excited over the last 12 months? What's the direction of travel of NPD in the category at present? Why might that be the case and what can retailers do to make the most of current trends?**
- **What formats are performing well in pasta, rice and/or noodles at present? How has the rise of the instant consumption occasion shaped the category landscape? How have pot products and other instant consumption formats fared over the last year and how do you see these products performing in future?**
- **Sandwiches and wraps have dominated food to go in Scotland for a while now, but is there scope for growth from pasta, rice and noodles? How can retailers effectively use the pasta, rice and noodle products on the market at present to enhance their food to go offer?**

- **How are more traditional pasta, rice and/or noodle products performing in c-stores at present? Have these SKUs been subject to the decline in grocery performance that has been felt and – if so – how can retailers buck the trend?**
- **With increasing focus on health leading some consumers to shun carbohydrates, what are some of the healthier pasta, rice and/or noodle products retailers should be aware of?**
- **Have you noticed any innovative merchandising solutions retailers could use to improve sales of pasta, rice and/or noodles? (E.g. recipe cards, themed nights etc.)**