

Scottish Grocer feature synopsis

September 2018 edition

Breakfast feature

Editorial contact for this feature is

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Deadline for editorial submission **27 July 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*

With so many consumers leading such busy lifestyles breakfast is big business and there are plenty of convenience retailers who would like to generate more sales in the morning. In this feature we'll look at some of the current breakfast trends and ask what c-store retailers can do to improve their offer. We would welcome your views on the following where appropriate:

- **How has the breakfast category changed in recent years? In your view, how is the category performing and should retailers expect to see growth in the importance of breakfast to their business?**
- **How important is food to go to breakfast success in c-stores? Could you provide some examples of an effective breakfast food to go offer that retailers might wish to consider for their own store? What breakfast on-the-go options are there for retailers who may not have space/facilities for hot food to go?**
- **Food to go is the big trend in convenience at the moment, but how important is a strong take home offer to breakfast success in independent retail? What should retailers consider when ranging their take-home breakfast range? What should retailers with limited space ensure they cover?**
- **What steps should retailers take to effectively merchandise/display their breakfast offer? What role can meal deals/promotions play in boosting breakfast sales in store?**
- **Sugar content has become a major focus across categories? What steps have breakfast brands taken to meet consumer demand for healthier options?**