

# Scottish Grocer feature synopsis

September 2018 edition

## Chocolate 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*

**Most everyone enjoys a bit of chocolate from time to time, although the category has shifted somewhat with single bars taking a bag seat to the rise of larger formats and sharing bags. In this feature we'll look at how retailers can build a chocolate offer that meets consumer demands as well as ask how retailers can position the category in store to improve performance. We would welcome your views on the following where appropriate"**

- **How would you assess the performance of chocolate in the convenience sector? Which formats in particular do you see as offering strong potential for increasing sales and what would your predictions be for the future of chocolate in Scotland's convenience stores?**
- **Single bars aren't performing the way they used to in convenience. In your view, where are the chocolate impulse opportunities for independent retailers now? Why might this be the case and how can retailers ensure they are on top of it with their offer?**
- **Premium products have been thriving across categories, but has consumer demand for quality produce at a higher price point hit the chocolate category? In your view, what role can premium brands/variants play in a c-store chocolate offer?**
- **What are some of the more exciting developments you have seen in the chocolate category? Are there any pack sizes or formats that are proving popular at present which retailers should focus on?**
- **How important are PMPs to a successful chocolate offer? What are the advantages to stocking PMPs?**

- **Do you have any new product development in the pipeline, or recently launched, that you believe can stand out in the chocolate category?**
- **What advice would you offer retailers when it comes to merchandising chocolate?**