

# Scottish Grocer feature synopsis

September 2018 edition

## Snacking and FTG feature

Editorial contact for this feature is

**Matthew Lynas** *matthew.lynas@peeblesmedia.com* 0141 567 6074

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*

**Food to go is going so well in convenience that even the Scottish Government has got involved, with Holyrood setting aside £250k of funding for store improvements earlier this year. In this feature we'll look at how food to go and snacking can thrive in independent convenience and ask what retailers can do to create an offer that stands out from the competition. We would welcome your views on the following where appropriate:**

- **How would you assess the performance of food to go and snacking in Scottish stores? In your view, where are the areas of growth within the category? Are there any emerging trends you think would be worth watching for the future?**
- **There has been no shortage of criticism of deals and multibuy offers in c-stores, with everyone from Jamie Oliver to Nicola Sturgeon weighing in. What steps have brands taken to offer healthy FTG/snacking alternatives that meet consumer demand for healthier options?**
- **Beyond the traditional sandwich/wrap, soft drinks and a snack meal deal, have you seen any innovative food to go/snacking deals or promotions that work well in convenience? What role can loyalty schemes play in driving FTG/snacking?**
- **What merchandising advice can you offer retailers? How should retailers block snacks/FTG options to ensure the fixture is easy to shop?**
- **What steps can retailers take to broaden the appeal of food to go and snacking throughout the day? Is there scope to expand FTG into breakfast? What other occasions beyond the Big Night In should retailers consider when building a snack offer?**

