

Scottish Grocer feature synopsis

October 2018 edition

Ice Cream feature

Editorial contact for this feature is

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Deadline for editorial submission **Friday, August 31st 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 this year's prolonged heatwave, there was plenty of call for ice cream during the summer. But as the weather turns colder how do retailers maintain sales in this indulgent category? In this feature we will look at the ice cream market, and how c-store retailers can tap into current trends to scoop up some sales. We would welcome your views on the following where appropriate:

- **How would you assess the performance of ice cream in independent retail at the moment?**
- **What do you see as key trends in the ice cream and frozen desserts market, especially those that are likely to affect the convenience retailing channel? Are there any 'flavours to watch'? What formats are proving popular?**
- **Is there growing demand for premium ice cream? Or is value important to shoppers for ice cream and desserts?**
- **How important is the big night in occasion to ice cream performance? What steps can retailers take to build an enticing big night in offer that boosts ice cream sales and basket spend overall?**
- **How is the ice cream market responding to increasing concerns about health and sugar levels? What kind of healthier alternatives exist within the category?**
- **Have you been involved in any NPD that you would like retailers to know about?**