

Scottish Grocer feature synopsis

November 2018 edition

Biscuits and cakes feature

Editorial contact for this feature is

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Deadline for editorial submission **Friday 28th September, 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*

There aren't too many shoppers who don't love a biscuit or cake from time to time and in this feature we'll look at how retailers can ensure that when consumers want to indulge, their store is top of the list. We would welcome your views on the following:

- **How would you assess the performance of biscuits and cakes in the Scottish convenience sector? What are the key trends for 2018? Where are areas of growth?**
- **Reformulation has been a major trend in soft drinks and confectionery over the last few years. Has an increasing demand for healthier alternatives touched on the biscuits and cakes category? How have producers responded to demand for healthier alternatives?**
- **How has the rise of free from influenced NPD in biscuits and cakes? What options are available (gluten free, dairy free, vegan etc.) and why might retailers consider stocking free from biscuits and cakes?**
- **With Christmas on the horizon, consumers increasingly like to indulge in a treat. How can retailers make the most of biscuits and cakes through the festive period?**
- **What merchandising advice can you offer retailers who want to ensure their biscuits and cakes catch consumer attention in store?**
- **How can retailers use biscuits and cakes to generate links sales and lift overall basket spend? What categories pair well with biscuits and cakes?**