

# Scottish Grocer feature synopsis

November 2018 edition

## Bread and bakery feature

Editorial contact for this feature is

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Deadline for editorial submission is **Friday 28<sup>th</sup> 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*

**With the Great British Bake Off now back on our screens, fresh bread will be firmly in the minds of the UK public. In this feature we will look at the key trends in the bread and bakery category, particularly those that influence the convenience retailing channel. We would welcome your views on the following:**

- **What trends are affecting bread and bakery at the moment?**
- **Are health concerns having an influence on the bread and bakery products that people are buying? Are you seeing more low-carb options coming on to the market and being popular with consumers?**
- **How prominent are free-from products within the bakery market? Have you seen more gluten-free bread coming to the market?**
- **How are sandwich alternatives doing and in what ways is that market diversifying?**
- **What can retailers do to reawaken consumer interest in their bread fixtures? What are your top c-store merchandising tips?**
- **Do you have any NPD you want to shout about?**