

Scottish Grocer feature synopsis

November 2018 edition

Easter preview feature

Editorial contact for this feature is

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

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*

Falling on 21 April, next Easter is something of a late one this year, which should hopefully give stores plenty of time to build up excitement among customers and push seasonal goods. In this feature we'll look at how retailers can make the most of the Easter and ask what some of the season's biggest brands plan to bring to the table for 2019. We would welcome your views on the following:

- **Chocolate undoubtedly benefits from Easter, but by how much? How did chocolate perform in 2018 and what subcategories in particular (large format shell eggs? Self-treat impulse?) performed best?**
- **Beyond chocolate, what other categories do you believe perform well at Easter and why? How can retailers tap into the Easter occasion to drive sales across their store?**
- **How should retailers approach merchandising seasonal stock? Would you suggest a designated Easter area? Peppering Easter stock in with categories across the store?**
- **For retailers with limited square footage, what are the seasonal 'must stocks' that retailers should ensure they cover? How can retailers ensure they strike a balance when buying in seasonal stock to ensure they're not left with too much waste once Easter has come and gone?**
- **What NPD do you have in the pipeline for Easter 2019? What trends do you think this NPD taps into? How can retailers make the most of this NPD?**