

Scottish Grocer feature synopsis

January 2019 edition

Spring confectionery feature

Editorial contact for this feature is

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Deadline for editorial submission **Monday November 26th, 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*

Easter 2019 takes place on April 21st, the latest date for the moveable feast since the year 2000, giving retailers plenty of opportunities in the run up to make the most of all the seasonal confectionery brands have to offer. It's not just Easter that brings out the confectionery lovers in spring with Valentine's Day and Mother's Day providing additional opportunities for stores. In this feature we'll look at how retailers can take advantage of special occasions and ask producers what they have to offer for spring 2019.

- **How would you assess the performance of confectionery in Scottish c-stores at present. Where are the areas of growth? What is driving that growth?**
- **Timing is key to successful retailing, and a later Easter offers plenty of build up. How should retailers adapt their confectionery offer in-store to extract as much from the season as possible? How should the Easter offer evolve as the big day approaches?**
- **What advice could you offer retailers looking to take advantage of Valentine's Day and Mother's Day? How should retailers set up seasonal displays to make the most of these occasions?**
- **What NPD do you have in the pipeline for spring 2019?**
- **How will you support your brand over the Easter period? What sort of marketing activity/promotions/campaigns can retailers expect to see from your brands in the run up to April 21st?**