

SCOTTISH GROCER FEATURE SYNOPSIS

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BREAKFAST FEATURE

Editorial contact for this feature is

Alex Burns alex.burns@peeblesmedia.com 0141 567 6032

Deadline for editorial submission **Monday January 7th, 2019**

- *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*

We are often told breakfast is the most important meal of the day, but it is a market that some c-stores have perhaps been slow to cater to. In this feature, we will look at how retailers can make the most of the breakfast market, and what trends will be popular as we move in to 2019. We would welcome comments on the following:

- In your view, how is the breakfast category performing at the moment? What are some of the key trends that have had the biggest influence on the category over the last year?
- Many retailers are beginning to move into food to go, but they might be focusing on lunch rather than breakfast. How big is the opportunity for on the go breakfast? In your view, what could retailers do to improve their breakfast to go offer? Have you seen any breakfast solutions in convenience stores that retailers would do well to learn from?
- Health and wellness has been one of the key consumer trends for a while now. What steps have producers in the breakfast category taken to meet demand for healthier breakfast options?
- How should retailers merchandise their breakfast range in order to maximise sales? How can retailers effectively use the breakfast category to generate linked purchases?
- Is there any NPD you want retailers to know about?

