

# SCOTTISH GROCER FEATURE SYNOPSIS

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## **EASTER FEATURE**

Editorial contact for this feature is

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Deadline for editorial submission **Monday January 7<sup>th</sup>, 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*

Rather than buying an egg for Easter Sunday, the Easter opportunity stretches back several months with a whole manner of related products. In this feature we'll look at the different sales opportunities provided by Easter, discussing how retailers can make the most of this valuable category. We would welcome comments on the following:

- How have Easter products performed over the last few years? What areas of the category are showing good signs of growth?
- Easter 2019 is significantly later in the month than it was in 2018. How should retailers adapt their timing to ensure the right products are on shelf at the right time? How should the range of Easter products on offer evolve as the big day approaches?
- Convenience retailers are often limited in shelf space compared to larger stores. Are there any items that you would describe as must-stocks for stores who want to capture Easter sales but don't have too much space?
- What kind of NPD should retailers expect to see for Easter 2019?
- How important is it to add some theatre to Easter displays? When merchandising for Easter, what sort of thing do you think can help a store stand out from the competition?