

# SCOTTISH GROCER FEATURE SYNOPSIS

**FEBRUARY 2019 EDITION**

## ICE CREAM AND FROZEN DESSERTS FEATURE

Editorial contact for this feature is

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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*

Everyone loves a treat and while baking shows continue to pull in huge TV audiences, time-pressed consumers still have an appetite for convenient desserts that hit the spot. In this feature we'll look at how Scottish c-stores can create an ice cream and frozen dessert offer worth shouting about. We'd welcome comments on the following:

- What are some of the key trends in the ice cream and frozen desserts categories at the moment? Where are the areas of growth and what kinds of ice creams/frozen desserts do you think will prove popular in 2019?
- How has increasing demand for healthier alternatives influenced the ice cream/frozen desserts categories? What can your brand offer for shoppers looking for an indulgent treat while keeping an eye on their waistband?
- How has growth in free from affected the ice cream/frozen desserts categories? Has there been much expansion of dairy free/gluten free options? What can retailers do to tap into this demand through their dessert offer?
- What flavours are proving popular with consumers at present?
- What merchandising/ranging advice can you offer convenience retailers? How important is it to stock recognisable brands in the chiller?
- What sort of NPD can retailers look forward to 2019?