

# SCOTTISH GROCER FEATURE SYNOPSIS

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## **PRICE-MARKED PACKS 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*

With uncertainty all around, consumers will arguably be seeking value and reassurance more than ever in 2019 meaning PMPs will continue to be must stocks for convenience retailers. In this feature we'll take a look at the benefits of stocking PMPs and ask what sort of margins and variants retailers can expect in 2019. We'd welcome comments on the following:

- How important is availability of PMPs to convenience retailers? What PMPs do you offer at present and what are the benefits of stocking these lines?
- Which product categories do you think most benefit from price marking? Why do you think this is the case?
- How should retailers merchandise PMPs in their store? What are the advantages to blocking by category/PMP price/brand/flavour etc.?
- With real potential for price fluctuation in 2019, are you confident brands will still be able to offer a broad range of PMPs going forward?
- Which of your lines are currently available as PMPs in the convenience channel? Do you have more lines in PMPs than say a year ago? Which are some of your most recently introduced PMP lines and why did you decide to offer them as PMPs? Do you have plans to introduce PMPs on certain lines in the near future?