

# SCOTTISH GROCER FEATURE SYNOPSIS

**MARCH 2019 EDITION**

## **BREAD AND BAKERY FEATURE**

Editorial contact for this feature is

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Deadline for editorial submission **Monday January 28th, 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*

In days gone by most c-store consumers would have been happy with a plain white loaf, but tastes have evolved. Retailers now have a whole range of bread and bakery products to choose from, with the category continuing to evolve. We would welcome comments on the following:

- If a retailer is looking to diversify their bread and bakery range what products would you advise are a must-stock? What type of products have seen the biggest growth?
- What are some of the most important innovations in bread and bakery?
- Have you noticed an increase demand for gluten-free bread? If a retailer stocks free-from bread, should they merchandise it alongside the rest of their bread or in a separate free-from section?
- Wrapped bread remains critical to c-store bakery. What core wrapped bread would you consider 'must stock' for retailers? What approach to merchandising wrapped bread would you recommend for c-stores?
- Is there any NPD you want retailers to know about?