

# SCOTTISH GROCER FEATURE SYNOPSIS

**MARCH 2019 EDITION**

## FOOD TO GO AND SNACKING FEATURE

Editorial contact for this feature is

**Alex Burns** [alex.burns@peeblesmedia.com](mailto:alex.burns@peeblesmedia.com) 0141 567 6032

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*

More and more convenience store retailers are waking up to the valuable sales opportunity that food to go provides. Many Scottish c-stores are now providing impressive food to go offers that demonstrate real initiative and innovation. In this feature we will look at how retailers can improve their existing food to go offering or break into the category for the first time. We would welcome comments on the following:

- How important is the food-to-go category to convenience retail? How much growth has the category seen? What do you think is driving this growth?
- What advice can you offer for retailers attempting food to go for the first time? How can retailers ensure they have a food to go offer that is impressive, without being left with a mountain of waste?
- What food-to-go solutions can you offer retailers? How can your brands/equipment help retailers to create a food to go offer worth shouting about?
- Where are the best margin opportunities in food to go? What can retailers do to extract margin from food to go without sacrificing quality?
- Fast food outlets, cafes and even some high street chemists are well known for their food to go offer. How can retailers attract footfall and build a reputation for quality food to go?