

SCOTTISH GROCER FEATURE SYNOPSIS

APRIL 2019 EDITION

BBQ

Editorial contact for this feature is

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Deadline for editorial submission **Monday, 4th March 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*

Summer 2018 was the joint hottest on record in the UK and – climate concerns to one side – retailers will definitely be hoping for a scorcher this year. While the weather can never be counted on, Scottish shoppers are well-versed in 'making the most of it' whatever the heavens bring, meaning there's plenty of opportunity for C-store retailers to make some seasonal sales from BBQ products. We would welcome comments on the following:

- In your assessment, how well did Scottish stores perform with BBQ last summer? What categories performed particularly well and why? Are there areas where you believe some c-stores could improve?
- Last year was something of a perfect Scottish summer storm with World Cup football, warm weather and MUP bringing c-store off sales prices in line with the multiples. Should the weather take a turn for the better this summer, how should retailers react to ensure they've got BBQ stock ready to go and well merchandised for shorts and occasional t-shirt weather?
- How have other category trends impacted on the BBQ occasion? Should c-stores consider introducing free from BBQ options? What about shoppers looking for healthier alternatives?
- How can retailers ensure their store is known in the community as the place to go for BBQ essentials?