

# SCOTTISH GROCER FEATURE SYNOPSIS

APRIL 2019 EDITION

## BISCUITS AND CAKES

Editorial contact for this feature is

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Deadline for editorial submission **Monday, 4<sup>th</sup> 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*

Who doesn't like a wee biscuit or a piece of cake? Scottish shoppers with their famous sweet tooth are certainly keen to pick up treats in store, offering retailers plenty of opportunities to generate incremental sales. In this feature we'll look at how biscuits and cakes are performing in Scottish c-stores at present and ask what more could be done in this channel to improve category performance. We would welcome comments on the following:

- How would you assess the performance of biscuits and cakes in Scottish stores at present? Where are the areas of growth and what can retailers do to make the most of current category trends?
- How are biscuits and cakes performing on impulse in c-stores? What kind of to-go options can biscuit and cake brands offer? How can retailers extract the most from these options?
- What can retailers do to enjoy strong category sales from take-home biscuits and cakes? Where should these categories be positioned in store? How can c-store retailers with limited square footage ensure their biscuits and cakes are both eye catching and easy to shop?
- What broader trends have touched on biscuits and cakes? What impact has increasing demand for low and no sugar options had on the category?
- Do you have any NPD or campaigns you would like to shout about?

