

SCOTTISH GROCER FEATURE SYNOPSIS

APRIL 2019 EDITION

FROZEN TREATS

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*

Everyone likes a bit of indulgence from time to time and frozen treats are a great way to enjoy something sweet without slaving over the Mary Berry cookbook. In this feature we'll assess the performance of frozen treats in Scottish c-stores and look at where retailers can improve. We would welcome comments on the following:

- How would you assess the performance of frozen treats in Scottish stores at present? Where are the areas of growth and what can retailers do to make the most of current category trends?
- What occasions drive volume for frozen treats and how can retailers ensure they are effectively tapping into demand? How can retailers leverage special events/occasions to improve category performance in their store?
- How has demand for healthier alternatives impacted frozen treats? Is there much in the way of demands for low and no sugar options or are consumers still on the hunt for a bit of indulgence when shopping frozen treats?
- Retailers have been making great strides in improving the look of their chilled and hot food offers in store, but what steps can they take to improve presence of frozen treats in store? How can retailers ensure their frozen treats range is eye catching and easy to hop?
- Do you have any NPD or campaigns you would like to shout about?