

SCOTTISH GROCER FEATURE SYNOPSIS

JUNE 2019 EDITION

CHOCOLATE FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday, 29th April 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*

After Valentine's Day, Mother's Day and Easter have come and gone, the summer months have no obvious chocolate-centric occasions for retailers to rally round. In this feature we will look at how c-stores can ensure that their chocolate sales continue to stay healthy during June and beyond. We would welcome comments on the following:

- How should retailers keep their chocolate sales up in the summer months? How should they merchandise their range as the weather heats up?
- Has the chocolate category in c-stores changed at all over recent years? What pack sizes are performing best in the chocolate category?
- How have health concerns affected the chocolate category? Are you seeing demand for lower-sugar chocolate, or do people still want to treat themselves?
- The Scottish Government are proposing restrictions on how chocolate can be promoted in store. If multibuy promotions are eventually banned, how else can retailers promote their range? What steps can retailers take to ensure chocolate sales remain buoyant in the face of restrictions?
- How much demand is there for premium chocolate? Could c-stores do more to promote premium ranges?
- Is there any NPD you want retailers to know about?

