

SCOTTISH GROCER FEATURE SYNOPSIS

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FASCIA AND FRANCHISE 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*

No longer a mere accompaniment to breakfast, the yogurt category has muscled into a number of spaces in Scottish homes, from healthy snacking to special ingredient for at-home amateur chefs. Desserts too have evolved, with a variety of healthy alternatives now available alongside traditional indulgent treats. In this feature we'll look at how desserts and yogurts are performing in Scotland and ask what c-stores can do to extract as much as possible from both categories. We would welcome comments on the following:

- In your view, what are the major benefits to retailers on taking on a fascia or franchise? What sort of improvements can retailers expect to see both physically in store and on their balance sheet? What kind of additional opportunities might be open to retailers who take on a new fascia or franchise?
- For symbol groups: What makes your symbol group a good choice for retailers looking for a new fascia? What kinds of stores are best suited to your symbol? What are the requirements for retailers to join your symbol and how do retailers benefit from meeting these requirements? What kind of features does your symbol offer (EPOS, training, investment, marketing etc.)?
- For franchise firms: What are the benefits of introducing your franchise to a store? How does your franchise tap into larger market trends? What kinds of stores are best suited to your franchise? What are the requirements for retailers to introduce your franchise? What kind of features does your

franchise offer (hot food counter, coffee machine, footfall driving services, etc.)?

- There has been a lot of activity around own label in convenience over the last 12 months. Could you explain what own label you can offer for retailers and why it is well suited to convenience stores?
- With the exception of the ongoing Sainsbury's and Asda CMA battle, the flurry of mergers and acquisitions of the last two years seems to have slowed down. Would you expect to see a period of stability in the wholesale arena in the short /medium term, or would you expect to see even more consolidation in the marketplace?