

SCOTTISH GROCER FEATURE SYNOPSIS

JULY 2019 EDITION

FOOD TO GO FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Tuesday, May 28th, 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*

It is undeniably one of the biggest trends to hit the c-store industry in recent years. Food to go is a huge part of Scottish retail, with more and more c-stores starting to dabble in the category. In this feature we will look at how retailers can improve on their food to go offering, or successfully enter the category if they haven't already. We would welcome comments on the following:

- Why has food to go become so successful in convenience retailing? Has the trend reached peak popularity or is there still room to grow?
- For retailers who don't already provide food to go, what would you say to encourage them into the category? What kind of margins can they expect from food to go?
- If a retailer is looking to enter food to go for the first time, what are the steps that they should take? What kind of products are best suited to food to go newcomers?
- Waste can be a concern for retailers when it comes to food to go. How can retailers ensure they have a food to go offer that will impress, without being left with too much waste?
- As well as lunchtime, is there scope for retailers to expand food to go into other times of the day? What can retailers do to generate food to go sales at breakfast or in the evening?

- The Scottish Government is debating introducing legislation to make the food sold in stores healthier. Should retailers try and pre-empt this by offering more healthy options as part of their food to go?
- For retailers who are already selling food to go, what should they do to take their food to go to the next level? What advanced food to go solutions do you offer?