

# SCOTTISH GROCER FEATURE SYNOPSIS

JUNE 2019 EDITION

## LUNCHTIME SNACKING FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday, 29<sup>th</sup> 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*

Food to go is arguably the biggest success story of convenience retail in recent years, with retailers discovering the profitability that the on-the-go lunch occasion provides. In this feature we'll look at how c-stores can improve their lunchtime offer and ask where the areas of growth are based on current trends. We'd welcome your views on the following:

- How important is the lunchtime occasion to c-stores? What are the star performers in terms of overall sales?
- How successful are meal deals as a lunchtime promotion? What kind of things would you suggest should be included in a meal deal offering?
- What kinds of lunchtime promotions and deals perform well? What about linking up snacks with hot drinks? What can retailers do beyond the traditional meal deal? How can retailers better market their lunchtime promotional offer?
- How much are health concerns impacting on lunchtime snacking? Should retailers consider widening their range of healthier eating/free from products?
- How can retailers minimise wastage in this category?
- What can retailers do to make the most of the packed-lunch opportunity? What kind of products should retailers ensure they stock for the packed-lunch occasion and why?

- Do you have any NPD you want to shout about?