

SCOTTISH GROCER FEATURE SYNOPSIS

AUGUST 2019 EDITION

FROZEN FOOD FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Friday June 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*

We often hear about how time-pressured the modern consumer is, with quick and easy food proving increasingly attractive. You can't get much easier than frozen food, and so c-stores have plenty to gain from stocking more frozen products. With that in mind, we would welcome comments on the following:

- How has the frozen category changed in recent years? Has a wider range of frozen products helped the category to appeal to different tastes? What are the key trends within frozen that retailers should be aware of?
- In terms of how consumer perception, are frozen products now seen as more high-brow than perhaps they once were? If so, why has this come about? What are the key drivers of frozen success (value? convenience? Long shelf life?)
- Most convenience stores have seriously limited freezer space compared to their supermarket competition. What are some of the core frozen products that they should stock? Should they consider extending their freezer space?
- How should retailers merchandise their frozen range?
- What are the key missions/occasions driving sales in frozen?
- Is there any NPD you want retailers to know about?