

SCOTTISH GROCER FEATURE SYNOPSIS

AUGUST 2019 EDITION

LUNCHBOX FEATURE

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

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*

'Meal-prep' is just one of many new phrases to spin off from social media that convenience retailers could be tapping into. With shoppers increasingly health conscious, the lunchbox opportunity now spans demographics with solutions for schoolkids to serious gym-goers capable of driving incremental sales. With that in mind, we would welcome comments on the following:

- In your view, what products/categories are consumers shopping when making take-home purchases for lunchboxes? Where are the areas of growth and what are some of the key trends retailers should be aware of?
- How has an increasing focus on health changed the lunchtime landscape? Jamie Oliver's restaurant chain may be no more, but the chef's influence on school dinners can still be felt across the nation. How important are health claims and nutritional options to a successful lunchbox offer?
- What approach should retailers take to ranging and merchandising to make the most of the take-home lunch opportunity. How can retailers ensure their store is set-up to generate incremental sales through 'lunch for later' purchases?
- What pack formats perform well with consumers seeking lunchbox fillers? What are the key considerations among shoppers when purchasing SKUs for lunch?
- Is there any NPD you want retailers to know about?