

SCOTTISH GROCER FEATURE SYNOPSIS

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PASTA, RICE AND NOODLES 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*

Whether it's for cooking a meal from scratch, or looking for a convenient snack to enjoy on the go, pasta, rice and noodles are the carbs with plenty to offer. In this feature we'll look at how these three categories can shine in convenience and as what producers have to offer for retailers who may be looking to refresh their offer. With that in mind, we would welcome comments on the following:

- What kind of pasta/noodle/rice products perform well in the convenience channel? Where are the areas of growth and what are the key trends retailers should be aware of?
- How can retailers make use of pasta/noodle/rice products as part of their food to go offer? What are the advantages to stocking a convenient pasta/noodle/rice FTG solution and how are the margin opportunities for those who get it right?
- What approach should c-store retailers take to ranging/merchandising for take-home pasta/noodle/rice products? What kind of occasions/missions drive shoppers to convenience for pasta/noodle/rice products? How can retailers leverage their pasta/noodle/rice offer to boost overall basket spend?
- Do you have any NPD or campaigns you would like to shout about?