

# SCOTTISH GROCER FEATURE SYNOPSIS

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## BREAKFAST FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday, July 29th, 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 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*

The old saying goes that breakfast is the most important meal of the day, but many modern consumers are eating it in a hurry. This gives small stores a chance to maximise their 'convenience' credentials and generate more sales in the morning. In this feature we'll look at some of the current breakfast trends and ask what c-store retailers can do to improve their offer. We would welcome your views on the following:

- How has the breakfast market changed in the last few years? Are fewer of us skipping breakfast? Where are consumers eating breakfast?
- More and more c-stores are moving into food to go. How profitable can breakfast food to go be for retailers? What breakfast on-the-go options are there for retailers who may not have the facilities to provide hot food?
- When it comes to the take-home breakfast option, what should retailers consider when ranging ambient breakfast stock?
- Sugar content has become a concern across all areas of food to go- and breakfast is no exception. How have brands responded to concerns about the levels of sugar in cereals, in particular?
- How should retailers merchandise their breakfast offering to maximise sales and encourage repeat purchases?
- Is there any NPD you want retailers to know about?