

SCOTTISH GROCER FEATURE SYNOPSIS

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CHOCOLATE 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*

An increase in consumer concerns about sugar hasn't stopped people indulging their chocolate cravings. The category has seen plenty of innovation in recent years, with sharing bags and larger formats continuing to roll out across different brands. In this feature we'll look at some of the current chocolate trends and ask what c-store retailers can do to boost their sales. We would welcome your views on the following:

- How is chocolate performing in Scottish c-stores at present? What are the key trends retailers should be aware of? Where are the areas of growth?
- How do single bars perform against sharing bags and larger formats? Why do you think that the sharing format is now more popular with consumers?
- How are consumer concerns about sugar affecting the chocolate category? Is there a greater choice of reduced-sugar options? Or will people still look to treat themselves?
- How important are PMPs to a successful chocolate offer? What are the advantages to stocking PMPs?
- How should retailers merchandise their chocolate offering? The Scottish Government has suggested that it might restrict the sale of chocolate and sweets near the counter or the front of a store. Should retailers stock their chocolate in high traffic areas while they still can?
- Is there any NPD you want retailers to know about?

