

# SCOTTISH GROCER FEATURE SYNOPSIS

SEPTEMBER 2019 EDITION

## FOOD TO GO AND SNACKING 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'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*

Arguably the hottest convenience category of 2019, food to go offers retailers the healthy margins that they crave, while snacking continues to appeal across a variety of occasions from the unplanned and immediate to a big night in. In this feature we'll look at the latest developments in food to go and snacking and ask what steps retailers can take to make the most of what's on offer. We would welcome comments on the following:

- How critical is a strong food to go offer to success in the modern convenience sector? What areas of food to go are performing well in c-stores? Serve over? Self serve? Sandwiches and wraps?
- What are some key considerations for retailers introducing or expanding food to go? What times of day should retailers focus on? What are the key missions for food to go in convenience and how can retailers make the most of these opportunities?
- What food to go solutions can you offer retailers? How can your brands/equipment help retailers to create a food to go offer worth shouting about?
- How are snack brands performing in Scottish c-stores? What are the category trends that retailers should be aware of? What pack sizes are performing well?
- Do you have any NPD you'd like to shout about?