

SCOTTISH GROCER FEATURE SYNOPSIS

SEPTEMBER 2019 EDITION

MEALTIME SOLUTIONS FEATURE

Editorial contact for this feature is

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

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*

Consumers are time-pressed. Fast-paced living has created opportunities to cash in with a strong on-the-go offer, but could stores do more to provide convenient options for cooking at home? In this feature we'll look at the role mealtime solutions can play in c-store's offer and ask how retailers can ensure they become a 'something for tonight' destination. We would welcome your views on the following:

- How are mealtime solutions and ready meals performing in convenience at the moment? How does this compare to the performance in the multiples? What are the key trends that retailers should be aware of?
- For a long time, supermarkets have provided a wealth of convenient packs which - when brought together - make for an easy to prepare meal. From vegetable pots and premarinated meats to boil-in-bag rice and ready-to-cook sauces there is no shortage of variety out there. What ranging advice can you offer for c-store retailers?
- How can c-store retailers use mealtime solutions to drive incremental sales in store, lifting basket spend? Without falling foul of Scottish licensing law, how can retailers use meal deals to boost the performance of mealtime solutions in store?
- What pack formats prove popular in convenience and why? How important are PMPs to the success of mealtime solutions in c-stores?
- Is there any NPD you want retailers to know about?