

SCOTTISH GROCER FEATURE SYNOPSIS

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BREAD AND BAKERY FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday September 23, 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*

Fresh bakery products are currently all over our screens thanks to the return of the Great British Bake Off. And despite some health-conscious consumers trying to cut down on carbs, there remains a high demand for bread and bakery products. In this feature, we will look at the future of the category and would welcome comments on the following:

- How is bread and bakery performing at the moment in Scotland? Where are the areas of growth? What are key trends that retailers should be aware of?
- Are health concerns affecting the type of bread and bakery products that people are buying? Are you seeing more low-carb breads on the market?
- What about sandwich thins and bread alternatives?
- Is there more free from products entering the category? If a retailer does decide to stock gluten-free bakery products, should they be merchandised in the main bakery fixture or in a separate free-from section?
- The conventional wisdom of shopper psychology was to place bread at the back of the store. Is that still the best option, or are there other ways to successfully merchandise bakery products?
- Do you have any NPD that you want retailers to know about?