

SCOTTISH GROCER FEATURE SYNOPSIS

NOVEMBER 2019 EDITION

EASTER PREVIEW FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday, 23 September, 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*

It's a bit of a painful LinkedIn-ism, but failure to prepare really is preparing to fail - which is why it's a smart move to look forward to the seasonal products coming our way in Easter 2020. In this feature we'll look at how brands plan to take advantage of this seasonal opportunity and ask what retailers can do to ensure they're making the most of Easter next year. We would welcome comments on the following:

- Chocolate is undoubtedly a big winner at Easter (and we'll come to that), but are there any other categories retailers should consider when building their Easter range? How does the Easter occasion change shopping behaviour among consumers?
- How does Easter help the performance of chocolate in convenience? What kinds of Easter products are best suited to stores with a limited square footage?
- When should retailers start to introduce Easter products into their store? How should they go about this (phased approach? What lines come first?)
- What Easter merchandising advice can you offer retailers?
- Do you have any seasonal NPD for Easter 2020 that you would like to share with retailers?