

SCOTTISH GROCER FEATURE SYNOPSIS

FEBRUARY 2020 EDITION

BREAKFAST FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday January 6th, 2020**

- *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*

Breakfast used to mean a bit of toast or some cereal, but the category has come on leaps and bounds in recent years. In this feature we'll look at how retailers can get their heads around the plethora of breakfast products that there are to choose from. We'd welcome comments on the following:

- How big is the breakfast occasion at the moment? How does that compare to previous years? What categories within breakfast are performing particularly well? Why do you think that is the case?
- If retailers want to offer breakfast on the go, what kind of things should they try? Have you seen any breakfast solutions in convenience stores that retailers would do well to learn from?
- The trend towards healthy living is likely to continue into 2020. What steps have producers taken to meet demand for healthier breakfast options?
- How should retailers merchandise their breakfast range in order to maximise sales? How can they create link sales?
- Is there any NPD you want retailers to know about?