

# SCOTTISH GROCER FEATURE SYNOPSIS

**FEBRUARY 2020 EDITION**

## **ICE CREAM AND FROZEN DESSERTS 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*

In the immortal words of Homer (Simpson) - you don't win friends with salad. Everyone loves a treat from time to time and that's definitely true of Scottish shoppers - with their fabled sweet tooth. In this feature we'll look at how Scottish convenience retailers can make the most of the opportunities that ice cream and frozen desserts present. We'd welcome comments on the following:

- How would you assess the performance of ice cream/frozen desserts in convenience stores at the moment? How does this compare to the grocery channel? What are the key trends that retailers should be aware of? Where are the areas of growth?
- How seasonal are ice cream and frozen dessert products? When are the peaks and troughs in demand and how do flavour preferences change with the seasons (if at all)? What are some key occasions/shopper missions that retailers should be aware of and how can they best prepare their store for these?
- How important are promotions/linked sale deals to the success of ice cream/frozen desserts? What promotional mechanics work well for these categories?
- What sort of demand is there for healthier/low cal alternatives within ice cream/frozen dessert? What about vegan and/or gluten free?

- Do you have any NPD you want retailers to know about?