

SCOTTISH GROCER FEATURE SYNOPSIS

MARCH 2020 EDITION

BREAD AND BAKERY FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday January 27th, 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 is 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*

We might have entered a new decade, but bread remains one of the key staples of a convenience shopper's basket. But alongside the plain white loaf, retailers are expected to stock a whole range of bread and bakery products to choose from, with the category continuing to evolve. In this feature, we would welcome comments on the following:

- How would you assess the performance of bread and bakery in Scottish c-stores? Where are the areas of growth?
- Are there any products that you anticipate will be big in bread and bakery as we enter the 2020s? What are some of the most important innovations in bread and bakery? What are the key trends retailers should be aware of?
- Have you noticed an increase in demand for gluten-free bread? If a retailer stocks free-from bread, should they merchandise it alongside the rest of their bread or in a separate free-from section?
- What core wrapped bread would you consider 'must stock' for retailers? What about bakery products?
- Traditional retail wisdom says that bread should be at the back of a store. Is that still best practice, or should retailers experiment with placing it elsewhere? What other bakery merchandising advice can you offer retailers?

- What opportunities are there bread and bakery in food to go? How can retailers use the category to boost their FTG performance throughout the day?§
- Is there any NPD you want retailers to know about?