

# SCOTTISH GROCER FEATURE SYNOPSIS

**MARCH 2019 EDITION**

## **FOOD TO GO AND SNACKING FEATURE**

Editorial contact for this feature is

**Matthew Lynas** [matthew.lynas@peeblesmedia.com](mailto:matthew.lynas@peeblesmedia.com) 0141 567 6074

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*

Food to go has been one of the biggest success stories of the last decade when it comes to convenience stores. Lots of Scottish retailers have developed an impressive food to go offer, but others might be looking to break into the category for the first time. Snacking is another occasion that's picking up steam in c-stores, with some consumers extending 'little and often' beyond their shopping habits to the way they eat. In this feature, we would welcome comments on the following:

- How important is the food to go category to convenience retail? Do you expect it to grow more as we enter the 2020s? Why do you think FTG has become so important to Scottish c-stores? What do you think the key trends in FTG will be in 2020?
- What advice can you offer for retailers attempting food to go for the first time? How can they ensure they have a food to go offer that is impressive, without being left with a mountain of waste? Beyond the sandwich meal deal, what kind of food to go products do you think work well for retailers dipping their toe in FTG?
- What food-to-go solutions can you offer retailers? Especially those who are short on space?
- There is plenty of competition in the food to go category. How can retailers ensure that their range stands out? Social media marketing? Promotions/deals? Loyalty schemes?

- How are snacking brands/formats performing in Scottish stores at the moment? What pack sizes are hitting the mark with convenience shoppers?
- How are broader consumption trends (low/no sugar, vegan, free from, protein etc.) impacting the snacking category? Why should retailers consider stocking healthier snacking alternatives in their store?
- What shoppers missions are driving sales of snacking products? Is the big night in still a big deal for convenience? What other occasions can retailers tap into to boost their snack sales?
- What steps can retailers take generate a bit of in-store theatre around snacks?
- Do you have any NPD that you want retailers to know about?