

SCOTTISH GROCER FEATURE SYNOPSIS

APRIL 2020 ISSUE

TEA AND BISCUITS

Editorial contact for this feature is

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Deadline for editorial submission **Friday, 6th March 2020**

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information such as 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*

Scots are famous for our sweet tooth and who among us doesn't like a wee biscuit with their cuppa? As for what is in the cup, tea offers a lot of variety, although core products still dominate in convenience. In this feature we'll look at how tea and biscuits are performing in Scottish c-stores at present and ask what more could be done in this channel to improve category performance. We would welcome comments on the following:

- How would you assess the performance of biscuits in Scottish stores at present? Where are the areas of growth and what can retailers do to make the most of current category trends?
- How is tea performing in Scottish c-stores? Where are the areas of growth and what category trends should retailers keep an eye on?
- Are there opportunities to cross merchandise these complementary products? How can retailers take advantage of these opportunities?
- What advice can you offer retailers with limited square footage who may be nervous of trying more exotic teas? How big is the herbal/green tea opportunity in convenience?
- How can c-store retailers with limited square footage ensure their biscuits are eye catching and easy to shop?

- How important are PMPs to tea? Do PMPs deliver higher sales in biscuits?
What PMPs do you offer and why?

- Do you have any NPD or campaigns you would like to shout about?