

SCOTTISH GROCER FEATURE SYNOPSIS

MAY 2020

MEAL FOR TONIGHT 2020

Editorial contact for this feature is

Liv McMahon liv.mcmahon@peeblesmedia.com 0141 567 6032

Deadline for editorial submission **Monday, 30th March**

- *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*

The 'little and often' shopping trend has been a boon for convenience retailers as the decline of the 'big shop' brings more and more customers through their doors. In this feature we will look at how retailers can make the most of customers on the hunt for an evening meal in a hurry. We would welcome comments on the following:

- How big is the 'meal for tonight' shopper mission in convenience at the moment? How does that compare to other channels (supermarkets, discounters etc.) Has there been growth in this area? If so, why do you think that is?
- What categories/options are consumers seeking out when on a 'meal for tonight' shopping mission? What are the key trends within this shopper mission that retailers should be aware of?
- How can retailers build a ready meal range that is right for their store? What sort of options are performing with Scottish consumers? How should retailers merchandise these options in their store?
- How can retailers use the 'for tonight' mission to generate link sales in their store. What sort of deals work well in this mission? How should retailers bundle products in store to encourage purchase of evening meal options?
- Do you have any have any NPD or campaigns you would like to shout about?