

SCOTTISH GROCER FEATURE SYNOPSIS

July 2020

Chilled

Editorial contact for this feature is

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Deadline for editorial submission Friday 5 June

- *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.*

Chilled is big business in Scottish convenience and many retailers have been investing in expanding provisions in store. In this feature we'll look at how chilled is performing at present and what steps retailers can take to improve the offer in their chiller.

We would welcome comments on the following:

- How would you assess the performance of chilled in Scottish c-stores at the moment. What are the key trends that retailers should be aware of?
- How does the convenience channel compare to the grocery channel in terms of chilled performance? What lessons can convenience retailers learn from the multiples? What advantages do c-stores have over the competition?
- How can retailers use their chilled range to generate incremental sales across their store?
- What pack formats are proving popular in chilled at the moment?
- What are the key shopper missions that drive customers to the chiller? What can retailers do to cater to these missions?
- What merchandising/ranging advice can you offer retailers?

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