

SCOTTISH GROCER FEATURE SYNOPSIS

August 2020

Frozen

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

Deadline for editorial submission Monday 29th 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.*

Frozen food is a convenient solution for the home, but could it work better in convenience stores? In this feature we'll look at how Scottish retailers can make the most of the opportunities the frozen category offers and we would welcome comments on the following:

- What are the key category trends in frozen that Scotland's retailers should be aware of? Where are the areas of growth and what can retailers do to tap into this? How does the convenience sector compare to the grocery channel in frozen?
- Scotland's c-stores operate with limited floor space compared to the supermarket competition. What approach should retailers take to ranging and merchandising to make the most of the limited space they have?
- What are the key shopper missions within frozen? What can c-store retailers do to ensure they are catering to customers on these missions?
- How can retailers use their frozen range to generate incremental sales/boost basket spend? How important are link sales/promotions to frozen success?
- What pack formats are proving popular in frozen at the moment?
- Do you have any NPD/campaigns you would like to shout about?