

SCOTTISH GROCER FEATURE SYNOPSIS

August 2020

Lunchbox

Editorial contact for this feature is

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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.*

Scottish schools are currently scheduled to reopen in August and for most pupils that will likely mean lunch outside of the home for the first time in months. Will school dinners still cut it after such a long time away? How will a social-distanced canteen work? For many parents, a packed lunch could be more important than ever and in this feature we'll look at how Scottish retailers can ensure their store is equipped to handle this demand.

We would welcome comments on the following:

- What are the key categories found in a lunchbox? How has this evolved over the years?
- What pack formats perform well when it comes to the lunchbox occasion?
- Economic uncertainty around the coronavirus crisis will lead to many consumers taking a cautious approach to spending. How important is value to lunchbox success? How important are PMPs to this occasion? How can retailers increase perceived value in their store (lunch promotions, multi-buys etc.)
- School kids aren't the only ones taking a lunchbox when they leave the house. With many office kitchens likely to be off limits as workplaces look to reduce the spread of COVID-10, how can retailers make the most of demand for lunch solutions from adult consumers?
- Do you have any NPD/campaigns you would like to shout about?