

## SCOTTISH GROCER FEATURE SYNOPSIS

August 2020

### Pasta, rice and noodles

Editorial contact for this feature is

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Deadline for editorial submission Monday 29<sup>th</sup> 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.*

Who could have predicted the popularity of pasta, noodles and rice this spring? Coronavirus lockdown may have led to a massive uptick in shoppers rushing to fill their cupboards with dried goods, but what does the future hold for the nation's favourite carbohydrates? In this feature we'll look at the role pasta, rice and noodles can play in a successful c-store operation. We would welcome comments on the following:

- What kind of pasta/noodle/rice products perform well in the convenience channel? Where are the areas of growth and what are the key trends retailers should be aware of?
- Many Scottish retailers struggled with availability issues for pasta products at the start of lockdown. How did firms stepped up to plug the gap during the surge in demand and how is availability now?
- How can retailers make use of pasta/noodle/rice products as part of their food to go offer? What are the advantages to stocking a convenient pasta/noodle/rice FTG solution and how are the margin opportunities for those who get it right?
- What approach should c-store retailers take to ranging/merchandising for take-home pasta/noodle/rice products? What kind of occasions/missions drive shoppers to convenience for pasta/noodle/rice products? How can retailers leverage their pasta/noodle/rice offer to boost overall basket spend?
- Do you have any NPD or campaigns you would like to shout about?