

## SCOTTISH GROCER FEATURE SYNOPSIS

September 2020

### Breakfast

Editorial contact for this feature is

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

Deadline for editorial submission Friday 31<sup>st</sup> July

- *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.*

Some say it's the most important meal of the day, but it's one consumers seem to be increasingly eating on the move. Breakfast can be big business for stores who get their offer right and in this feature we'll take a look at how Scottish retailers can make the most of the opportunities this occasion provides. We would welcome comments on the following:

- What are the key trends in breakfast at the moment? What categories are performing well/where are the areas of growth? How does the c-store performance compare to grocery and what can retailers learn from the multiples?
- How big an opportunity does breakfast offer the food-to-go retailer? What breakfast on-the-go options work well in convenience? What advice can you offer c-store retailers looking to build their on-the-go offer in the morning?
- Turning to take home breakfast products, what categories are performing well at present? What pack formats are critical to breakfast success? What are the key shopper missions driving spend and how can retailers ensure their store is set up to cater to these customers?
- What merchandising/ranging advice can you offer Scottish c-store retailers?
- Do you have any NPD/campaigns you would like to shout about?