

SCOTTISH GROCER FEATURE SYNOPSIS

September 2020

Chocolate

Editorial contact for this feature is

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Deadline for editorial submission Friday 31st 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.*

Who doesn't love a bar of chocolate? Young, old, as a gift or on-the-go, chocolate is a category with broad appeal. In this feature we'll look at how convenience retailers can build a chocolate offer that is able to tap into the variety of shopper missions that are driving category sales. We would welcome comments on the following:

- How would you assess the performance of chocolate in Scottish c-stores? What are the key trends retailers should be aware of? Where are the areas of growth and where do you see the category heading in the future?
- What are the key shopper missions driving chocolate sales in convenience stores? How can retailers set up their store to make sure they're catering for these shopper missions effectively?
- What are the key pack formats in chocolate at the moment? How important is the PMP to chocolate success? How can retailers strike a balance between demonstrating value while also maintaining margin?
- What merchandising/ranging advice can you offer Scottish c-store retailers?
- Do you have any NPD/campaigns you would like to shout about?