

SCOTTISH GROCER FEATURE SYNOPSIS

September 2020

Food to go and Snacking

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.*

Food to go was arguably the hottest category in convenience in 2019, but how has the coronavirus crisis shaken things up? In this feature we'll look at the status of FTG in Scotland's c-stores as well as exploring how the snacking category has performed as consumers take the big night in to new heights. We would welcome comments on the following:

Food to go

- How would you assess the performance of food to go in 2020? How have coronavirus measures affected FTG performance? What are the key trends in FTG that retailers should be aware of? What are the main shopper missions driving FTG sales in 2020?
- How has the coronavirus crisis affected demand for different kinds of FTG? How has this affected serve-over options? What advantages are there to offering/expanding pre-made/wrapped/individual serving FTG options?
- What advice can you offer retailers who may be struggling to maintain FTG through reduced traffic as many customers continue to work - and eat lunch - at home?
- Do you have any NPD/campaigns you would like to shout about?

Snacking

- How would you assess the performance of snacking in Scottish c-stores? What are the key trends retailers should be aware of?

- What pack formats are proving popular in snacking? What's driving this demand?
- How can retailers use their snacking range to generate incremental sales across categories? What approach would you recommend retailers take when seeking to build link sales/creating multibuy deals?
- What merchandising/ranging advice can you offer c-store retailers?
- Do you have any NPD/campaigns you would like to shout about?