

## SCOTTISH GROCER FEATURE SYNOPSIS

September 2020

### Ice Cream

Editorial contact for this feature is

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Deadline for editorial submission Friday August 14th

- *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.*

Summer 2020 has been a strange one but while the coronavirus crisis has been disastrous for Scotland's tourism industry, it may have opened up some doors for take-home ice cream. With the big night in now more important than ever, we'll take a look at how Scottish convenience retailers can make the most of their ice cream range and generate some incremental sales. We would welcome comments on the following:

- How would you assess the performance of ice cream in Scottish c-stores at the moment? What are the key trends retailers should be aware of? Where are the areas of growth?
- What are the key shopper missions for ice cream? What pack formats/flavours etc. are these customers seeking when they enter a convenience store? What steps can retailers take to ensure they are catering for these customers?
- How can retailers use their ice cream range to generate incremental sales? What role can multi-buy/promotional deals play in pushing the category in store? What categories work well alongside ice cream?
- What merchandising/ranging advice can you offer Scottish c-store retailers?
- Do you have any NPD/campaigns you would like to shout about?