

## SCOTTISH GROCER FEATURE SYNOPSIS

November 2020

### Biscuits & Cakes

Editorial contact for this feature is

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Deadline for editorial submission Friday, 2<sup>nd</sup> October.

- *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 biscuit or a cake every now and then? The treat occasion is a key sales driver in convenience and in 2020, indulgence at home has become more important than ever. In this feature we'll look at how c-stores can tap into demand for biscuits and cakes and build a range that's right for their customers. We would welcome comments on the following:

- How would you assess the performance of biscuits and cakes in Scottish c-stores? What are the key trends/areas of growth? How does the convenience channel compare to the big multiples? Is there an opportunity to increase market share?
- What shopper missions are driving sales of biscuits and cakes in c-stores? How can retailers ensure their store is set up to cater to these shoppers?
- What pack formats are performing well in convenience and why?
- How can retailer use their biscuit and cakes range to generate link sales/boost basket spend? What role do promotions and multi-buy deals play in a successful biscuits and cakes offer?
- What ranging/merchandising advice can you offer retailers?
- Do you have any NPD that you want retailers to know about?