

SCOTTISH GROCER FEATURE SYNOPSIS

November 2020

Bread and Bakery

Editorial contact for this feature is

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Deadline for editorial submission Friday, 2nd 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.*

You don't get more 'staple' than bread and bakery, which means these products form a vital component in any convenience offer. Shopping habits have changed in 2020 and in this feature we'll look at how retailers can ensure their bread and bakery offer is fit for purpose. We would welcome comments on the following:

- How would you assess the performance of bread and bakery 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 bread and bakery 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? Has the Covid-19 pandemic affected pack preference? Have hygiene concerns affected demand for individually wrapped products?
- How can retailer use their bread and bakery range to generate link sales/boost basket spend? What role do promotions and multi-buy deals play in a successful biscuits and cakes offer?
- How does demand for bread and bakery products change over the course of the day and how can retailers adapt their store to better reflect this?

- How are free-from options performing in convenience? Where should these products be positioned in store? What are the 'must-stocks' when it comes to free-from options?
- What ranging/merchandising advice can you offer retailers?
- Do you have any NPD that you want retailers to know about?