

## SCOTTISH GROCER FEATURE SYNOPSIS

November 2020

### Chilled

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

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.*

Chilled has been a star performer in Scottish c-stores with retailers investing heavily in expanding provisions in their store. In this feature we'll look at the key trends of the chilled category and ask what more can be done to extract value from the chiller. We would welcome comments on the following:

- How would you assess the performance of chilled 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 chilled in c-stores? How can retailers ensure their store is set up to cater to these shoppers?
- The Covid-19 pandemic has led to some major changes in consumer behaviour. What opportunities has this created for convenience retailers looking to grow their chilled offer?
- What merchandising/ranging advice can you offer retailers looking to make the most of limited chilled space? How should products/categories be blocked in the chiller?
- How can retailers use their chilled products to boost basket spend and generate link sales? What role can promotions/multi-buy deals play in a successful chilled offer?

- What advice can you offer retailers who may be concerned with managing waste in the chiller?
- Do you have any NPD that you want retailers to know about?