

SCOTTISH GROCER FEATURE SYNOPSIS

November 2020

Crisps & Nuts

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.*

Crisps and nuts are snacking classics in Scotland and despite fierce competition, both continue to prove popular with customers. In this feature we'll look at how retailers can create an engaging crisps and nuts offer that's right for their customers. We would welcome comments on the following:

- How would you assess the performance of crisps and nuts in Scottish c-stores? What are the key trends retailers should be aware of? How has the Covid-19 pandemic affected consumer behaviour? Where are the areas of growth?
- What shopper missions are driving sales of crisps and nuts in convenience stores? How can retailers ensure they're making the most of these opportunities?
- How important is value to crisps and nuts success in convenience? How can retailers effectively communicate value to their customers?
- What pack formats are performing well in Scottish c-stores? Has this been affected by the pandemic?
- What merchandising/ranging advice can you offer c-store retailers?
- Do you have any NPD or campaigns that you want retailers to know about?