

SCOTTISH GROCER FEATURE SYNOPSIS

January 2021

Pancake Day

Editorial contact for this feature is

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Deadline for editorial submission Friday, November 27th.

- *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.*

Pancake day has the capacity to bring families together in the kitchen and offers children and adults the chance to indulge in a classic treat in a broad variety of ways. In this feature we'll look at how retailers can tap into the seasonal opportunity pancake day brings. We would welcome comments on the following:

- How big an opportunity does pancake day represent for Scottish c-stores. With Covid-19 restrictions likely to continue into spring, do you expect to see more consumers celebrating pancake day at home?
- What products/categories perform well in the run-up to pancake day?
- How can retailers build some in-store theatre around pancake day? Can you offer any advice on a seasonal display? Events or activities in store?
- How can retailers use social media to push their pancake day offer?
- Do you have any NPD/campaigns you would like to shout about?