

SCOTTISH GROCER FEATURE SYNOPSIS

January 2021

Soup

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.*

Scottish winters are made for soup. Dark nights, cold weather and working from home should all lead shoppers to seek out their favourite soup. In this feature we'll look at the opportunity the soup category presents to independent retailers and ask how they can ensure their store is set up for soup success. We would welcome comments on the following:

- How would you assess the performance of soup in Scottish c-stores at present. Where are the areas of growth? What is driving that growth? What are the key trends for 2021 that retailers should be aware of? How can retailers make the most of these trends?
- How did the Covid-19 pandemic affect shopping behaviour in the soup category, particularly in the convenience channel? Do you expect to see these behaviours continue post Covid?
- What pack sizes/formats are performing well in convenience at the moment? (Tins? Sachets? Chilled? Multipacks?) How have you altered your range to reflect contemporary soup trends? Are there any pieces of innovation in pack format that retailers should look out for?
- What role can soup play in a strong food-to-go offer? What solutions are available to retailers who may wish to introduce an on-the-go soup option in their store?
- Do you have any NPD you would like to shout about?

