

SCOTTISH GROCER FEATURE SYNOPSIS

February 2021

Breakfast

Editorial contact for this feature is

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

Deadline for editorial submission Friday, January 8th.

- *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.*

Last year many consumers found themselves with more time to eat breakfast than ever before. With work from home set to continue for some, while others resume their morning commute, there's a variety of opportunities for retailers looking to make the most of breakfast, We'd welcome comments on the following:

- How big is the breakfast occasion at the moment? How does that compare to previous years? What categories within breakfast are performing particularly well? Why do you think that is the case?
- What advice can you offer retailers looking to introduce an on-the-go breakfast offer? Have you seen any breakfast solutions in convenience stores that retailers would do well to learn from?
- What categories are performing well at breakfast time and why? How has this evolved? How can retailers link SKUs together in store to generate link sales/boost basket spend? What merchandising and ranging advice can you offer?
- Do you have any NPD you would like to shout about?