

SCOTTISH GROCER FEATURE SYNOPSIS

March 2021

Chocolate

Editorial contact for this feature is

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Deadline for editorial submission Friday, February 5th.

- *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.*

Everyone needs a treat from time to time, and arguably now more than ever. In this feature we'll take a look at the current trends in the chocolate category and as how Scottish retailers can make boost category sales in their store. We would welcome comments on the following:

- How would you assess the performance of chocolate in Scottish c-stores? What are the key trends that retailers should be aware of for 2021, especially those affecting the convenience retailing channel?
- How is the low and no sugar revolution affecting the chocolate category? Are you carrying out any reformulation to lower the sugar content in your chocolate? How much demand is there for low and no sugar chocolate?
- How has the Covid-19 pandemic affected the chocolate category? How has purchasing behaviour changed?
- Do Scottish consumers show any specific preferences in the chocolate category that marks them out from others in the UK?
- What steps has your brand taken to offer healthier alternatives in the chocolate category? How important are low and no sugar alternatives to category success?
- Do you have any NPD or campaigns you would like to shout about?