

## SCOTTISH GROCER FEATURE SYNOPSIS

March 2021

### Cooking Sauces and Meal Kits

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.*

With restrictions on hospitality likely in the medium term, cooking at home has never been more popular. In this feature we'll look at how Scottish c-store retailers can build a range of cooking sauces and meal kits that should keep the tills ringing in their store. We would welcome comments on the following:

- How would you assess the performance of cooking sauces and meal kits in Scottish c-stores? What are the key trends that retailers should be aware of? Pack formats? Flavours?
- How can retailers use their cooking sauces and meal kits range to generate link sales and boost average basket spend? What SKUs pair well together and what kinds of offers/promotions are landing with consumers in convenience?
- What ranging and merchandising advice can you offer retailers? Where should sauces and meal kits be located in store? What would you consider to be 'must stocks'?
- How important are a brand's health credentials to generating sales in convenience? What kind of health claims are consumers looking for? What steps has your brand taken to meet demand for healthy alternatives?
- Do you have any NPD/campaigns you would like to shout about?