

## SCOTTISH GROCER FEATURE SYNOPSIS

March 2021

### Food To Go and Snacking

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.*

Food to go and snacking are category giants in Scottish convenience, which means getting both right can make a huge difference to a store's overall performance. In this feature assess the performance of both at present and ask how retailers can improve upon their existing offer. We would welcome comments on the following:

- How important is food to go and snacking to convenience retail success at present? How have Covid-19 restrictions affected the performance of food to go and/or snacking SKUs in c-stores? What underlying trends are likely to influence category purchases in 2021?
- What advice can you offer for retailers attempting food to go for the first time? How can they ensure they have a food to go offer that is impressive, without being left with a mountain of waste? Beyond the sandwich meal deal, what kind of food to go products do you think work well for retailers dipping their toe in FTG?
- What food-to-go solutions can you offer retailers? Especially those who are short on space?
- There is plenty of competition in the food to go category. How can retailers ensure that their range stands out? Social media marketing? Promotions/deals? Loyalty schemes?
- How are snacking brands/formats performing in Scottish stores at the moment? What pack sizes are hitting the mark with convenience shoppers?

- How are broader consumption trends (low/no sugar, vegan, free from, protein etc.) impacting the snacking category? Why should retailers consider stocking healthier snacking alternatives in their store?
- What shoppers missions are driving sales of snacking products? Is the big night in still a big deal for convenience? What other occasions can retailers tap into to boost their snack sales?
- What steps can retailers take generate a bit of in-store theatre around snacks?
- How has the emergence of c-store delivery services affected FTG and snacking?
- Do you have any NPD or campaigns that you want to shout about?