

SCOTTISH GROCER FEATURE SYNOPSIS

APRIL 2021

BARBECUE

Editorial contact for this feature is

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Deadline for editorial submission **Monday, 8th March**

- *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 summer was about as unusual as they come and it's anyone's guess what restrictions will be in place later this year. Despite the uncertainty, barbecue season still represents a major opportunity for Scottish retailers - even if the weather forces consumers to get creative with their grilling. We would welcome comments on the following:

- In your assessment, how well did Scottish stores perform with BBQ last summer? What impact did hospitality restrictions have on demand for barbecue SKUs as consumers took to celebrating more at home? What categories performed particularly well and why? Are there areas where you believe some c-stores could improve?
- All eyes will be on football this summer with Scotland set to appear at their first major tournament since 1998. Restrictions and weather permitting, how should retailers ensure they're able to take advantage of the seasonal opportunities summer presents, driving sales of barbecue SKUs in the process?
- How have other category trends impacted on the barbecue occasion? Should c-stores consider introducing free-from/plant-based barbecue options? What about shoppers looking for healthier alternatives?
- How can retailers ensure their store is known in the community as the place to go for BBQ essentials?