

SCOTTISH GROCER FEATURE SYNOPSIS

APRIL 2021

FROZEN

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*

Frozen food offers consumers convenience, whether their looking for a quick dinner or crafting a party-food selection to celebrate a special occasion. In this feature we'll look at the key trends in the frozen category and ask how Scottish c-store retailers can make the most of their freezers. We would welcome comments on the following:

- How would you assess the performance of frozen in Scottish stores at present? Where are the areas of growth and what can retailers do to make the most of current category trends? What are some of the key trends in frozen that you think retailers should be aware of?
- How has the pandemic affected consumer behaviour in the frozen category? Do you expect these pandemic trends to continue when restrictions have eased?
- What occasions drive volume for frozen SKUs and how can retailers ensure they are effectively tapping into demand? How can retailers leverage special events/occasions to improve category performance in their store?
- How has demand for healthier alternatives impacted the range of frozen foods available? Is there much in the way of demands for low and no sugar options or are consumers still on the hunt for a bit of indulgence when shopping frozen meals or treats?

- How can retailers use their frozen range to generate link sales in store?
What kind of promotion/multibuy mechanics have you seen working?
- What ranging/merchandising advice can you offer retailers?
- Do you have any NPD or campaigns you would like to shout about?