

# SCOTTISH GROCER FEATURE SYNOPSIS

APRIL 2021

## TEA AND BISCUITS

Editorial contact for this feature is

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Deadline for editorial submission **Monday, 8<sup>th</sup> 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*

Nothing goes together quite like tea and biscuits, with both categories boasting exceptional household penetration in Scotland. In this feature we'll look at how retailers can turn these complementary categories into a basket-spend boosting machine. We would welcome comments on the following:

- How would you assess the performance of tea and/or biscuits in Scottish stores at present? Where are the areas of growth and what can retailers do to make the most of current category trends?
- How has the Covid-19 pandemic affected tea/biscuit category trends? Do you think these changes in consumer behaviour will continue once restrictions are eased?
- Are there opportunities to cross merchandise these complementary products? How can retailers take advantage of these opportunities?
- What advice can you offer retailers with limited square footage who may be nervous of trying more exotic teas? How big is the herbal/green tea opportunity in convenience?
- How can c-store retailers with limited square footage ensure their biscuits are eye catching and easy to shop?
- How important are PMPs to tea? Do PMPs deliver higher sales in biscuits? What PMPs do you offer and why?

- Do you have any NPD or campaigns you would like to shout about?