

SCOTTISH GROCER FEATURE SYNOPSIS

MAY 2021 ISSUE

WORLD FOOD & DRINK

Editorial contact for this feature is

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Deadline for editorial submission **Monday, April 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*

Lockdown has led to more consumers getting adventurous in their kitchens, with many rediscovering the joys of home cooking while Scotland's hospitality businesses have been closed under Covid-19 restrictions. In this feature we'll look at the key trends in world food and drink and ask how retailers can set-up their store to take advantage of these opportunities. We would welcome comments on the following:

- What are the key trends in international cuisine that retailers should be aware of? What flavours from across the globe are chiming with Scottish shoppers?
- Retailers are increasingly sacrificing ambient space for chilled and food to go, meaning lines left in the grocery category really need to perform. What advice could you offer retailers to ensure their world food and drink offer is tailored to the store?
- More and more shoppers are getting adventurous in their kitchens. How can retailers tap into this? Is there scope for c-stores to take a leaf out of the multiple's book and present shoppers with recipe suggestions? What are the benefits to pairing up international food and drink in store?
- How are international influences affecting demand in off sales? Scotland is a nation with plenty of big brands across alcohol categories, but is there scope to add some more international flavour to the offer?

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