

## SCOTTISH GROCER FEATURE SYNOPSIS

June 2021

### Frozen Treats

Editorial contact for this feature is

Matthew Lynas [matthew.lynas@peeblesmedia.com](mailto:matthew.lynas@peeblesmedia.com) 0141 567 6074

Deadline for editorial submission Friday, May 7th.

- *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.*

Over the last year, treats at home have taken on new importance as consumers were forced to find ways to enjoy themselves without leaving the house. Lockdown restrictions may be easing, but there's no doubt that many Scottish consumers will continue to enjoy the convenient pleasure that frozen treats offer. We would welcome comments on the following:

- How would you assess the performance of frozen treats in Scottish c-stores? What are the key trends that retailers should be aware of for 2021, especially those affecting the convenience retailing channel?
- How is the low and no sugar revolution affecting the frozen treats category? Are you carrying out any reformulation to lower the sugar content in your range? How much demand is there for low and no sugar chocolate?
- How has the Covid-19 pandemic affected the frozen treats category? How has purchasing behaviour changed? Do you expect behaviours adopted during lockdown to persist as restrictions are eased?
- Do Scottish consumers show any specific preferences in the frozen treats category that marks them out from others in the UK?
- Do you have any NPD or campaigns you would like to shout about?