

SCOTTISH GROCER FEATURE SYNOPSIS

June 2021

Meat Snacks

Editorial contact for this feature is

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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.*

Meat snacks tick the boxes for many consumers, offering a convenient snack with a protein boost. In this feature we'll look at how meat snacks are performing in Scottish c-stores at present and ask what more retailers can do to make the most of the category in their store. We would welcome comments on the following:

- How would you assess the performance of meat snacks in Scottish c-stores at the moment. What are the key trends that retailers should be aware of? How has the category been affected by the pandemic? Do you expect to see purchasing behavior change as lockdown restrictions are eased?
- What pack formats are proving popular within meat snacks? How important are PMPs to meat snacks performance in convenience?
- What are the key meat snacks shopper missions that retailers should be aware of?
- What merchandising/ranging advice can you offer retailers?
- How can retailers use their meat snacks range to generate link sales/increase basket spend?
- Do you have any NPD or campaigns you would like to shout about?