

SCOTTISH GROCER FEATURE SYNOPSIS

July 2021

Chilled

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

Deadline for editorial submission Friday, June 4th.

- *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.*

Chilled brands have been gaining ground in Scottish c-stores as retailers invest in refrigeration to make the most of the opportunities that these convenient SKUs can offer. In this feature we'll look at how chilled brands are performing in Scottish c-stores at present and ask how retailers can ensure their extracting the maximum from their chillers. We would welcome comments on the following:

- How would you assess the performance of chilled 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 has the Covid-19 pandemic affected the chilled category? Do you expect pandemic trends to continue as lockdown restrictions are eased?
- How does the convenience channel compare to the grocery channel in terms of chilled performance? What lessons can convenience retailers learn from the multiples? What advantages do c-stores have over the competition?
- How can retailers use their chilled range to generate incremental sales across their store?
- What pack formats are proving popular in chilled at the moment? What can retailers do to cater to these missions?
- What merchandising/ranging advice can you offer retailers?

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