

SCOTTISH GROCER FEATURE SYNOPSIS

July 2021

Food To Go

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.*

The pandemic changed consumer behaviour rapidly as lockdown restrictions led to huge lifestyle changes. As restrictions ease, we'll look at the role food to go can play in Scottish c-stores as consumers start to spend more and more time out of the home. We would welcome comments on the following:

- How would you assess the performance of food to go 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 food to go category? How do you expect the category to perform as lockdown restrictions are eased?
- How has convenience performed in terms of food-to-go market share over the last year? Could the channel do more to increase market share? What lessons can be learned from the big multiples when it
- What advice can you offer retailers who are looking to introduce food to go for the first time? Where would a good starting point be? What support is on offer? (Hygiene compliance? Food preparation/recipes?)
- What are the key shopper missions driving sales in food to go? What can retailers do to cater to these missions?
- Do you have any NPD or campaigns you would like to shout about?