

## SCOTTISH GROCER FEATURE SYNOPSIS

September 2021

### Breakfast

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, 30<sup>th</sup> July.

- *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.*

Long lauded as the most important meal of the day, breakfast is also presents c-store retailers with a fantastic opportunity to generate incremental sales. In this feature we'll look at the key breakfast trends and ask how retailers can ensure they're equipped to make the most of what the occasion has to offer. We would welcome comments on the following:

- What are the key trends in breakfast at the moment? What categories are performing well/where are the areas of growth? How does the c-store performance compare to grocery and what can retailers learn from the multiples? How did the pandemic affect breakfast trends? What habits did consumers adopt during lockdown and should retailers expect to see permanent changes to breakfast purchasing, or will old habits return as restrictions ease?
- How big an opportunity does breakfast offer the food-to-go retailer? What breakfast on-the-go options work well in convenience? What advice can you offer c-store retailers looking to build their on-the-go offer in the morning?
- Turning to take home breakfast products, what categories are performing well at present? What pack formats are critical to breakfast success? What are the key shopper missions driving spend and how can retailers ensure their store is set up to cater to these customers?
- What merchandising/ranging advice can you offer Scottish c-store retailers?

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