

## SCOTTISH GROCER FEATURE SYNOPSIS

September 2021

### Food to go & Snacking

Editorial contact for this feature is

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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.*

Food to go has been a star of convenience retail for some time and, although the pandemic may have led to altered consumer behaviour under restrictions, easing of lockdown surely opens up opportunities for retailers. Snacks will have also seen some changes over the last 18 months, but as we return to something more closely resembling 'normal', we'll look at how retailers can ensure their food to go and snacking offer is fit for purpose. We would welcome comments on the following:

#### **Food to go**

- How would you assess the performance of food to go in 2021? How has the easing of Covid restrictions affected FTG performance? What are the key trends in FTG that retailers should be aware of? What are the main shopper missions driving FTG sales in 2021? How do you expect a return to offices for many workers will affect FTG sales?
- What are the category trends within food to go? Beyond the sandwich, what sorts of lunch/dinner solutions are proving popular with consumers looking for a bite on the go? How important is breakfast to food to go success?
- What advice can you offer retailers who may be looking to introduce FTG for the first time, or to expand their offer? How can retailers ensure they've got an offer that's right for their store, while also taking care not to suffer from too much waste?
- Do you have any NPD/campaigns you would like to shout about?

## **Snacking**

- How would you assess the performance of snacks in Scottish c-stores?  
What are the key trends retailers should be aware of?

- What pack formats are proving popular in snacking? What's driving this demand?

- How can retailers use their snack range to generate incremental sales across categories? What approach would you recommend retailers take when seeking to build link sales/creating multibuy deals?

- What merchandising/ranging advice can you offer c-store retailers?

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