

SCOTTISH GROCER FEATURE SYNOPSIS

August 2021

Frozen

Editorial contact for this feature is

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

Deadline for editorial submission Friday, 2nd 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.*

The clue is in the name, c-stores are all about convenience, and few sections of the store serve that function better than the freezer. In this feature we'll ask how retailers can build the right range for their store and what steps they can take to make the most of the opportunities frozen provides. We would welcome comments on the following:

- What are the key frozen category trends that Scottish c-store retailers should be aware of? How has the pandemic affected category trends? Do you expect to see these new consumer behaviours continue as Covid restrictions are eased?
- What subcategories are proving popular within frozen at present? How can retailers with limited freezer space make the best use of what they have? What shopper missions are driving frozen sales in convenience and how can retailers make sure they've got the range to cater to these occasions?
- What pack formats are proving popular in frozen at present? How important are price-marked packs to frozen food success?
- How has rising health consciousness among consumers affected the frozen category? How have brands responded to demand for convenient, healthier options?
- Do you have any NPD or campaigns you would like to shout about?