

## SCOTTISH GROCER FEATURE SYNOPSIS

August 2021

### Lunchbox

Editorial contact for this feature is

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Deadline for editorial submission Friday, 2<sup>nd</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.*

Lunch has changed markedly for many over the last year, with many office workers getting reacquainted with their kitchens while working from home during the pandemic. In this feature we'll look at the key lunch trends and ask how convenience retailers can capitalise on these. We would welcome comments on the following:

- What are the key lunch trends that retailers should be aware of? How can retailers ensure they've got the right range for shoppers looking to prepare a packed lunch for themselves or their children?
- How has the Covid pandemic affected lunch trends? Do you expect to see more/different opportunities open up for c-store retailers as more workers return to offices later this summer?
- What pack formats are customers seeking out when on a lunchbox shopper mission?
- How has the rise of 'meal prep' culture affected the lunch occasion? What can retailers do to ensure they're picking up their fair share of sales from meal-preppers? Recipe cards? POS? Promotions?
- Do you have any NPD/campaigns you would like to shout about?