

SCOTTISH GROCER FEATURE SYNOPSIS

September 2021

Pizzas

Editorial contact for this feature is

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Deadline for editorial submission Friday, 30th 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.*

Pizza is a proven dinner winner, loved by consumers young and old. In this feature, we'll look at how pizza is performing in the convenience channel and ask how retailers can ensure they're making the most of the opportunities the category offers. We would welcome comments on the following:

- How would you assess the performance of pizza in the convenience channel? What are the key pizza trends retailers should be aware of? How do frozen sales compare to chilled? With consumers forced to entertain at home for much of the last 18 months, have frozen/chilled pizza brands recruited new consumers to the category?
- What shopper missions drive pizza sales in the convenience channel? How can retailers ensure they have the right range to satisfy customers on these shopper missions?
- What merchandising/ranging advice can you offer? How can retailers effectively use promotions/link-sales to boost pizza sales and increase total basket spend in their store?
- How are healthier alternatives/dietary alternatives (gluten free, vegan, etc.) performing in the convenience channel? How does this compare to the grocery channel? Do you anticipate increased demand for these alternatives in the years to come?

- Food to go should benefit from the easing of lockdown restrictions, as consumers head out more often. What solutions can pizza brands offer retailers looking to enhance their food to go? Why should retailers consider introducing a 'to-go' pizza offer?
- Do you have any NPD/campaigns you would like to shout about?