

SCOTTISH GROCER FEATURE SYNOPSIS

September 2021

Sauces and Condiments

Editorial contact for this feature is

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Deadline for editorial submission Tuesday, August 31st.

- *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.*

Sauces and condiments can turn a good dinner into a great meal, and they present c-store retailers with the opportunity to boost basket spend by generating some incremental sales. In this feature we'll look at how sauces and condiments are performing in Scottish c-stores at present and ask brands to weigh in with their advice to help retailers grow the category in their store. We would welcome comments on the following:

- How would you assess the performance of sauces and condiments in the Scottish convenience channel? How does the channel compare to the grocery multiples and are there lessons convenience retailers could learn from their larger competitors?
- What are the key trends affecting sauces and condiments? What flavours and cuisines are driving category growth? What shopper missions are driving sauce and condiment sales within the convenience channel?
- What pack formats are proving popular in Scottish c-stores? (Size? Packaging material? Squeeze/cap/lid? Price-marked?)
- What ranging/merchandising advice can you offer Scottish retailers? How can retailers better signpost sauces and condiments to generate incremental sales? What steps/offers/promotions might a retailer introduce to drive some link sales?
- Do you have any NPD or campaigns you would like to shout about?