

SCOTTISH GROCER FEATURE SYNOPSIS

November 2021

Bread and Bakery

Editorial contact for this feature is

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Deadline for editorial submission, Friday 1st October

- *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.*

With the colder months rolling in, consumers will be looking to stock their cupboards with filling and homely treats – which is good news for bread and bakery. In this feature we'll look at the opportunities this category provides and ask how retailers can extract as much from bread and bakery as possible. We would welcome comments on the following:

- How would you assess the performance of bread and bakery in the convenience channel at present? Where are the areas for growth that retailers can focus on?
- How big a seasonal opportunity does the festive period provide for bread and bakery? Do you have any big plans for the season? How can retailers make the most of the seasonal opportunity to drive category sales in their store?
- What pack sizes/formats are performing well in convenience at the moment? Has this changed over lockdown and, if so, do you expect these changes in consumer preferences to persist post-Covid?
- How confident are you of maintaining availability through the festive period? How has the HGV Driver crisis impacted on your supply chain? What steps have you taken to maintain availability at the best possible levels?
- Do you have any NPD you would like to shout about?