

SCOTTISH GROCER FEATURE SYNOPSIS

November 2021

Chilled

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.*

Scottish convenience retailers have been heavily investing in chilled space in recent years. All that spending is a reflection of the growing importance of chilled provision to a successful convenience offer, so it's vital retailers get this right. In this feature, we'll look at what chilled brands have to offer c-stores and ask what retailers can do to make sure they're making the most of their chillers. We would welcome comments on the following:

- How would you assess the performance of chilled SKUs in the convenience channel at present? How does this compare to the multiples? What are the key trends/areas of growth that retailers should be aware of?
- For retailers with limited chilled space, what approach should they take to subcategory blocking? How much space should be dedicated to various categories (dairy, cold meats, milk, ready meals, etc.) and what merchandise can you offer?
- How has the pandemic affected category trends within chilled and are you starting to see any evolution of shopper behaviour since lockdown restrictions eased?
- 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?
- What advice can you offer when it comes to managing waste in the chiller? How can retailers ensure they're approach is neither too wasteful or too cautious when it comes to chilled products?
- Do you have any NPD you would like to shout about?