

SCOTTISH GROCER FEATURE SYNOPSIS

November 2021

Crisps and Nuts

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.*

Crisps and nuts are a staple snack in households across Scotland. As the festive season approaches, they become even more prominent as families looking to get together to celebrate with food and drink often taking centre stage. In this feature we'll look at the opportunity this category presents for retailers over the festive season to help drive sales in store and ask how retailers can ensure their store is set up to maximise these sales. We would welcome comments on the following:

- How would you assess the performance of crisps and nuts in convenience at the moment? What are the areas of growth in the category and how can retailers make the most of this? What are the key trends retailers should be aware of?
- What ranging and/or merchandising advice can you offer retailers?
- How has an increased focus on health among some consumer impacted on the category? How important are healthier options to snacking success?
- What impact has the HGV driver crisis had on the stocking of your supplies? How have you worked to counter this issue? What advice can you offer retailers who want to avoid empty shelves this Christmas?
- What pack sizes/formats are performing well in convenience at the moment? What formats are expected to perform well during the festive season? Are there any pieces of innovation in pack format that retailers should look out for?
- Do you have any NPD you would like to shout about?