

SCOTTISH GROCER FEATURE SYNOPSIS

January 2022

Pancake Day

Editorial contact for this feature is

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Deadline for editorial submission: Monday, 29th November

- *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.*

Whether you take them with butter, syrup, or something a bit more indulgent, Pancake Day presents an opportunity for the family to enjoy the fluffy treats in any way they like. In this feature we'll look at the variety of options that retailers can tap into in a bid to drive sales in 2022. We would welcome comments on the following:

- How big an opportunity does pancake day represent for Scottish c-stores? How can retailers provide for consumers that are looking to celebrate with other households this year?
- What categories perform well in the run-up to pancake day? Are there any products that retailers can offer to consumers looking for a different topping to their pancakes this year?
- How can retailers build some in-store theatre around pancake day? Can you offer any advice around seasonal displays? Events or activities in store?
- How can retailers push their pancake day offer through social media or other means?
- Do you have any NPD or campaigns you would like to shout about?