

SCOTTISH GROCER FEATURE SYNOPSIS

February 2022

Breakfast

Editorial contact for this feature is

Callum McDade callum.mcdade@peeblesmedia.com 0141 567 6032

Deadline for editorial submission Wednesday, 5th January

- *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.*

While many consumers are back in the office, there are still plenty of workers enjoying the benefits of no commute, such as having more time to . We'll be looking to cover how retailers can appeal to both of these occasions and make the most of the category in stores. We'd welcome comments on the following:

- How big is the breakfast occasion at the moment? What categories are performing well at breakfast time? Where are the areas of growth? How did the occasion change during lockdowns and working from home? Are customers retaining their lockdown habits now that restrictions have eased?
- What advice do you have for retailers to appeal to both the breakfast at home occasion and the on-the-go one? What can strong breakfast options bring to a food to go offer?
- What ranging ad merchandising advice can you offer retailers? How can retailers site SKUs in store to boost basket spend? How can retailers generate link sales and boost overall basket spend through the breakfast occasion?
- How might the breakfast occasion be affected by restrictions on the promotion of foods high in fat, salt, sugar? How are healthier options at breakfast performing in general?
- Do you have any NPD/campaigns you want to shout out?