

## SCOTTISH GROCER FEATURE SYNOPSIS

March 2022

### Cooking Sauces & Meal Kits

Editorial contact for this feature is

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Deadline for editorial submission, Thursday 27<sup>th</sup> 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.*

Consumers yearn for convenience across categories and a return to the office for many Scottish shoppers means less time to prepare meals at home. In this feature we'll ask how retailers can improve the performance of cooking sauces and meal kits in their store. We would welcome comments on the following:

- How would you assess the performance of cooking sauces and meal kits in the Scottish convenience channel? What are the key category trends that retailers should be aware of? Where are the areas of growth? How does the convenience channel compare to the grocery multiples and what does this suggest for opportunities for category growth in c-stores?
- What ranging and merchandise can you offer c-store retailers looking to spice up their cooking sauces & meal kits range? For those working with limited space, what would you consider to be the 'must stocks' of the category? How can retailers ensure their range is both eye catching and easy to navigate?
- How can c-store retailers use their cooking sauces and meal kits range to generate link sales and drive average basket spend?
- What pack formats are performing well?
- What are the key shopper missions driving purchases and how can retailers ensure they are catering to customer demand?
- Do you have any NPD or campaigns you would like to shout about?