

## SCOTTISH GROCER FEATURE SYNOPSIS

April 2022

### Barbecue

Editorial contact for this feature is

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Deadline for editorial submission, Friday 25<sup>th</sup> February

- *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.*

Barbecue season in Scotland may sometimes sound like a bit of a punchline, but when the sunshine does come out, Scottish consumers are just as willing to fire up as their southern neighbours. In this feature, we'll look at how retailers can take full advantage of those summer days when the mercury rises. We would welcome comments on the following:

- In your assessment, how well did barbecue items perform in Scottish c-stores last summer? What impact did hospitality restrictions have on demand for barbecue SKUs as consumers took to celebrating more at home? Do you think any pandemic trends will be retained in 2022?
- What are the core categories retailer should concentrate on when building a barbecue offer? How much scope is there to create multibuy deals/promotions around the barbecue occasion?
- How reactive should retailers be to warm/sunny weather? In Scotland, where weather is notoriously changeable, what are the benefits of creating a temporary barbecue fixture when the sunshine appears?
- What category trends impacted on the barbecue occasion?  
Should c-stores consider introducing free-from/plant-based barbecue options? What about shoppers looking for healthier alternatives?
- How can retailers ensure their store is known in the community as the place to go for BBQ essentials?
- Do you have any NPD/campaigns you would like to shout about?