

SCOTTISH GROCER FEATURE SYNOPSIS

April 2022

Chilled

Editorial contact for this feature is

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Deadline for editorial submission, Friday 25th 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.*

Over the last few years, many Scottish c-stores have stepped up their game in terms of chilled provision in store. In this feature we'll look at how chilled SKUs are performing at present and ask if there are more opportunities to be had as Covid restrictions ease and work from home orders end. We would welcome comments on the following:

- How would you assess the performance of chilled SKUs in Scottish stores at present? Where are the areas of growth and what can retailers do to make the most of current category trends?
- How do you think the Scottish Government's decision to ease home working guidance will affect chilled sales? How was the category affected by the pandemic and do you expect any trends to carry through?
- How important is sustainability to success in the chilled category? What steps have brands taken to reduce their impact on the environment (reduced plastic, more recyclable materials etc.)
- What merchandising advice can you offer retailers?
- What pack formats are performing well in the chiller?
- What shopper missions are driving chilled purchases and why? How can retailers ensure they have a range to meet consumer demand?
- Do you have any NPD or campaigns you would like to shout about?