

SCOTTISH GROCER FEATURE SYNOPSIS

April 2022

Frozen

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.*

Increased freezer space has been a common feature of convenience store refurbishments in recent years, suggesting retailers are more than willing to invest in the category's success. In this feature we'll look at how frozen brands are performing in Scottish c-stores at present and ask what steps retailers can take to boost sales in their store. We would welcome comments on the following:

- How are frozen products performing in Scottish c-stores at the moment? Where are the areas of growth How can retailers make the most of this growth? What are the key trends in frozen that retailers should be aware of?
- What merchandising/ranging advice can you offer Scottish c-store retailers? How can retailers ensure their freezers are both eye catching and easy to navigate?
- How can retailers use their frozen range to generate link sales/boost basket spend? What kinds of promotions/multibuy deals work well with frozen?
- What are the key shopper missions driving frozen sales? How has this evolved and what can retailers do to ensure they are effectively catering to consumer demand?
- How do you anticipate easing Covid restrictions to affect the freezer section? Work from home orders ended on 31st January in Scotland, how might this affect frozen sales in convenience?
- Are there any campaigns/NPD you would like to shout about?