

SCOTTISH GROCER FEATURE SYNOPSIS

April 2022

Tea & Biscuits

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.*

There are few better pairings than a cup of tea and a biscuit and consumers are always on the lookout for their favourites from both categories. In this feature we will examine how convenience retailers can make the most of both popular categories in their store. We would welcome comments on the following:

- How are tea and biscuits performing in Scottish c-stores at present? Where are the areas for growth? How can retailers make sure they are making the most of this growth? What are the key trends retailers should be aware of?
- What ranging/merchandising advice can you offer c-store retailers? For those with limited space, what are the 'must stocks' across the tea and biscuit categories?
- Office working returned in Scotland at the end of January, with many consumers returning full time or adopting a hybrid working model. How might this affect tea and biscuit sales in local c-stores? How can retailers ensure they retain any gains made under tighter Covid restrictions?
- What pack formats are performing well within tea/biscuits? Has this evolved over the course of the pandemic and – if so – do you expect to see a return to pre-pandemic norms?
- How has increased demand for healthier products affected tea/biscuits? What can retailers do to effectively signpost healthier alternatives in their store?
- How can retailers generate some excitement around their tea/biscuits in store? How can they use these complementary categories to boost biscuit sales?
- Do you have any NPD or campaigns you would like to shout about?