

SCOTTISH GROCER FEATURE SYNOPSIS

May 2022

Big Night In

Editorial contact for this feature is

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Deadline for editorial submission, Thursday 31st March

- *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.*

Thanks to streaming services, the game industry and others, staying in has never been more appealing. In this feature we will look at how c-store retailers can capitalise on the Big Night In missions to make sure that they are well catered for consumers. We would welcome comments on the following:

- How does effectively catering to the big night in shopper mission benefit a convenience retail business? What are the key trends within big night in that retailers should be aware of?
- The Big Night In was the only game in town at the height of the pandemic but, now that the hospitality sector is open again, what can retailers do to retain gains they may have made during Covid restrictions?
- Has increased demand for healthier alternatives affected the big night in? What about demand for vegan/vegetarian options? Is there a need to create a more 'permissible' Big Night In offer, or are consumers still happy to entertain some indulgence at home?
- What ranging/merchandising advice can you offer retailers looking to make the most of the Big Night In opportunity?
- Do you have any campaigns or NPD you want to shout about?