

SCOTTISH GROCER FEATURE SYNOPSIS

May 2022

World Food & Drink

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.*

Once upon a time, citizens of other countries could – perhaps justifiably – criticise the culinary prowess of Scottish consumers. Not more, as increased interest in more exotic flavours, and explosion of home cooking during pandemic restrictions has created the perfect environment to drive sales of food and drink from across the globe. In this feature we'll look at how Scottish c-store retailers can tap into the demand for world food and drink. We would welcome comments on the following:

- How much demand is there for more exotic food and drink among Scottish consumers? What are the key international cuisine trends that c-store retailers should be aware of? What kind of margins can more exotic food and drink offer c-store retailers?
- The pandemic saw many consumers discover, or rediscover, a love for their kitchen. How can retailers capitalise on the improved culinary skills of Scottish consumers who are increasingly willing to get adventurous in the kitchen?
- How can world food and drink spice up a food to go offer?
- How can retailers use world food and drink to generate link sales? What sort of meal deals or recipe bundles work well in the convenience channel?
- How can retailers effectively tap into seasonal events to drive sales of world food & drink? W
- What merchandising/ranging advice can you offer retailers looking to draw attention to/drive sales of world food and drink in their store? How can retailers build a bit of in-store theatre around their range?
- How are international influences affecting demand in off sales? Scotland is a nation with plenty of big brands across alcohol categories, but is there scope to add some more international flavour to the offer?

- Do you have any NPD you would like to shout about?