

SCOTTISH GROCER FEATURE SYNOPSIS

July 2022

Chilled

Editorial contact for this feature is

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Deadline for editorial submission: Friday, 27th May

- *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.*

Chilled is a money spinner for many convenience retailers, with the convenient solutions found in the chiller proving to be an attractive proposition for time-pressed consumers. In this feature, we'll look at the latest innovations from chilled brands and take a look at current category trends. We would welcome comments on the following:

- How would you assess the performance of chilled brands in Scottish c-stores currently? Where are the areas for growth here? What are the must stocks that retailers should look out for throughout 2022? What are the key trends retailers should be aware of?
- What ranging and merchandising advice can you offer retailers? How can retailers with limited chilled space ensure every chilled SKU is earning its place, while also creating a display that is both eye catching and easy to navigate?
- How does the convenience channel compare to larger multiples when it comes to chilled? What can Scottish c-store retailers learn from this? How can c-stores set themselves apart from their larger competitors?
- Consumers will be looking to save as much as they can with the current cost-of-living crisis, how can retailers ensure their customers are getting a good deal in the chiller? What part can price-marked packs play here? How can retailers encourage link sales from the chiller? What sort of promotions work well in the chiller?
- Which pack formats are proving popular in the chiller at the moment? How can Scottish c-store retailers cater to this trend and capitalise on sales?
- Do you have any NPD/campaigns you want to shout out?