

SCOTTISH GROCER FEATURE SYNOPSIS

July 2022

Food to Go

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.*

The summer months mean more consumers will be spending time outside of their homes. This opens up opportunities for food to go, and in this feature we'll look at how the category has been developing in convenience and ask what the next steps are for retailers who want to take their offer one step further. We would welcome comments on the following:

- How would you assess the performance of food to go in Scottish c-stores? Where are the areas for growth here? What are the key trends that retailers should be aware of for the rest of the year?
- Who is the competition when it comes to food to go and how can convenience retailers build a reputation for quality FTG in their community? What approach should they take to marketing their offer? What about deals/loyalty schemes?
- What advice can you offer to retailers looking to introduce or expand food to go in their store? What are the questions these retailers should be asking before investing in new FTG kit? What support/guidance is on offer? What regulations and rules should retailers be aware of as they explore food to go solutions?
- What steps can retailers take to ensure their food to go is thriving throughout the day? What does an effective breakfast, lunch and dinner FTG offer look like?
- Do you have any NPD or campaigns you would like to shout about?