

## SCOTTISH GROCER FEATURE SYNOPSIS

June 2022

### Frozen Treats

Editorial contact for this feature is

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Deadline for editorial submission, Friday 29<sup>th</sup> April.

- *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.*

Warm weather is never guaranteed in Scotland, but when the sun does show its face you can be sure consumers will tuck into their favourite frozen treats. In this feature we will look at how convenience retailers can make the most of their freezers. We would welcome comments on the following:

- How would you assess the performance of frozen treats in Scottish c-stores at the present? What are the key trends that retailers should be aware of? Where are the areas of growth?
- With rising energy costs, frozen treats need to justify their place more than ever as there's no point in running power to a freezer that isn't covering its electricity bill. How can retailers ensure their range is optimised to deliver the best possible performance?
- How should retailers position free-from options in their freezers? How is demand for vegan-friendly/gluten free etc? What about low- and no-sugar alternatives?
- What approach should retailers take to merchandising their freezer? How can retailers ensure they have a frozen fixture that's both eye catching and easy to shop?
- How can retailer use their frozen range to generate link sales within their store? What sort of deals/multibuys/promotional mechanics work well with frozen?
- Do you have any NPD or campaigns you would like to shout about?