

SCOTTISH GROCER FEATURE SYNOPSIS

June 2022

Meat Snacks

Editorial contact for this feature is

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Deadline for editorial submission, Friday 29th 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.*

Protein consumption is a big deal for many consumers, whether they're pursuing a new personal best at the gym or simply seeking to ensure they remain fit and healthy. Snacking on the go has also been gaining ground, with the easing of Covid restrictions bringing consumers out of the house again. In this feature we will look at how retailers can make the most of their meat snacks range and ask brands to offer their views on what constitutes an ideal offer in the convenience channel. We would welcome comments on the following:

- How would you assess the performance of meat snacks in Scottish c-stores? Where are the areas for growth? What are the key trends retailers should be aware of? How has category performance evolved over the course of the pandemic and how optimistic are you for the future?
- What pack formats are currently performing well within meat snacks?
- What demographics do meat snacks appeal to? How valuable are these consumers to a convenience retailer?
- What ranging and merchandising advice can you offer c-store retailers? With limited chiller space to play with, how can retailers ensure they've got the optimal range for their store? How can retailers merchandise their meat snacks effectively?
- What are the key shopper missions driving meat snack sales? How can retailers ensure they're catering to these missions effectively?
- How has the free from trend affected the meat snacks category? From gluten free to low sugar/salt/fat, what steps have brands taken to ensure they're catering to a broad range of consumers?
- How can retailers incorporate meat snacks into meal-deals/other promotions?

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