

SCOTTISH GROCER FEATURE SYNOPSIS

August 2022

Frozen

Editorial contact for this feature is

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Deadline for editorial submission, Friday 1st July

- *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.*

Frozen foods have a lot to offer consumers, from shelf life and affordability to freshness and convenience. In this feature we'll look at how c-store retailers can build a frozen range that's right for their store and ask brands what advice they can offer those who wish to generate more sales from their freezers. We would welcome comments on the following:

- What are the key category trends in frozen at present? How has this changed (if at all) over the last year and how do you expect this to evolve in the months ahead? How does the convenience channel compare to the grocers/multiples and are there any lessons to be learned here?
- Many c-store retailers are working with quite limited frozen space. In your view, what are the 'must stocks' of a convenience store frozen section. For those retailers looking to expand beyond this, where should they start?
- What merchandising advice can you offer retailers to ensure their freezers are both eye catching and easy to navigate?
- How is the cost of living crisis likely to affect the performance of brands in the frozen category? Would now be a good time for c-store retailers to consider expanding frozen provision?
- How is demand for healthier/vegan/vegetarian/free from options within frozen? In your view, could retailers benefit from adding more of these lines to their range?
- Do you have any NPD or campaigns you would like to shout about?