

SCOTTISH GROCER FEATURE SYNOPSIS

August 2022

Lunchbox

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.*

Whether it's back to the office or back to school, consumers young and old are looking for lunch options that give them a lift. In this feature we will look at lunch trends for 2022 and ask how c-store retailers can make the most of shoppers seeking something to pop in their lunch box. We would welcome comments on the following:

- What are the key lunch trends that Scottish c-store retailers should be aware of? What categories are picking up sales from consumers on a lunch shopper mission?
- The pandemic saw many consumers rediscover the joy of cooking. As many consumers returning to the office throughout 2022, is there an opportunity for c-store retailers to pick up lunchbox sales from those shoppers who may not be keen to return to the high-street sandwich chains?
- What categories benefit most from the lunchbox shopper mission? How can retailers use this meal occasion to generate link sales in their store? What sort of multibuy deals/promotions work well here?
- How can retailers appeal to consumers looking for healthier options in their lunchboxes? What options are there for vegetarian or vegan consumers looking for something to add to their lunchbox? What about parents looking for tasty, yet healthy, treats for their children?
- Do you have any NPD or campaigns you would like to shout out?