

SCOTTISH GROCER FEATURE SYNOPSIS

September 2022

Pizzas

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

Deadline for editorial submission, Friday 5th August.

- *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.*

It doesn't get much more popular than pizza. From entertaining friends and family to holing up for a Netflix night on the couch, pizza provides a perfect, convenient meal solution to just about any occasion. In this feature we'll look at how the category is performing in the convenience channel and ask what retailers can do to improve sales in their store. We would welcome comments on the following:

- How would you assess the performance of pizza in the convenience channel? What are the key trends retailers should be aware of? How do frozen sales compare to chilled? Has the category suffered from increased competition post lockdown?
- What shopper missions drive pizza sales in the convenience channel? How can retailers ensure they have the right range to satisfy customers on these shopper missions?
- What merchandising/ranging advice can you offer? How can retailers effectively use promotions/link-sales to boost pizza sales and increase total basket spend in their store?
- How are healthier alternatives/dietary alternatives performing in the convenience channel? How have pizza brands expanded their range to cater to consumer demand? How does the convenience channel compare to the grocery channel when it comes to offering free from/healthier pizzas? Do you anticipate increased demand for these products?
- Home delivery has gone to another level over the past few years. Rather than missing out through the increased convenience of ordering a takeaway pizza at home, can c-stores use their own delivery platform to boost pizza sales?
- Do you have any NPD/campaigns you would like to shout about?