

SCOTTISH GROCER FEATURE SYNOPSIS

October 2022

Sauces & Condiments

Editorial contact for this feature is

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Deadline for editorial submission, Wednesday, 31st 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.*

Many consumers will be increasing the number of meals they cook at home, as household budgets come under pressure in the months ahead. That could open up opportunities for sauces and condiments in the convenience channel as shoppers seek affordable, quality and convenient solutions for home cooking. We would welcome comments on the following:

- How would you assess the performance of sauces and condiments in the Scottish convenience channel? How does the channel compare to the grocery multiples and are there lessons convenience retailers could learn from their larger competitors?
- How is the cost-of-living crisis/inflation affecting demand for sauces and condiments? How can retailers use their range of sauces/condiments to offer their price conscious shoppers affordable, convenient meal solutions?
- What are the key trends affecting sauces and condiments? What flavours and cuisines are driving category growth? What shopper missions are driving sauce and condiment sales within the convenience channel?
- What pack formats are proving popular in Scottish c-stores? (Size? Packaging material? Squeeze/cap/lid? Price-marked?)
- What ranging/merchandising advice can you offer Scottish retailers? How can retailers better signpost sauces and condiments to generate incremental sales? What steps/offers/promotions might a retailer introduce to drive some link sales?
- Do you have any NPD or campaigns you would like to shout about?