

SCOTTISH GROCER FEATURE SYNOPSIS

November 2022

Chilled

Editorial contact for this feature is

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Deadline for editorial submission: Friday 30th September

- *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.*

The chiller has grown in importance in the convenience channel and getting the offer right here can have a big impact on bottom lines. In this feature, we will look at what chilled brands have to offer c-store retailers and ask how retailers can extract maximum value from their chillers. We would welcome comments on the following:

- How would you assess the performance of chilled products in the convenience channel at the moment? What are the key trends that retailers need to be aware of? Where are the areas for growth here?
- What are the key categories within chilled? How can retailers ensure they're dedicating the right amount of space to the right categories?
- How can retailers use their chilled range to boost total basket spend/generate incremental sales? What sort of promotions/multibuy deals etc. are worth considering?
- For retailers with limited chiller space, how should they range different categories within the chilled section? How much space should be dedicated to them? What merchandising advice can you offer?
- How has the ongoing cost-of-living crisis affected chilled sales? Has your brand altered its offer to cater to those consumers increasingly seeking value? How can retailers reassure customers that they are getting a good deal from the chiller?
- Do you have any NPD or campaigns you would like to shout about?