

SCOTTISH GROCER FEATURE SYNOPSIS

November 2022

Crisps and Nuts

Editorial contact for this feature is

Giles Blair giles.blair@peeblesmedia.com 0141 567 6074

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.*

Crisps and nuts can turn a dreich evening into a great night in and in this feature we'll look at how c-store retailers can generate category sales from now until Christmas – and beyond. We would welcome comments on the following:

- How would you assess the performance of crisps and nuts in the Scottish convenience channel at the moment? Where are the areas for growth and how can retailers make the most of this? What are the key trends that retailers should be aware of?
- What ranging advice do you have for retailers? Should retailers prioritise a Christmas section for crisps and snacks or keep them with the rest of the category in stores? What about merchandising? How can retailers create an engaging display that's easy to shop?
- With the cost-of-living crisis in mind, how can Scottish c-store retailers make sure they can drive sales in crisps and nuts? What part can PMPs play in this?
- What pack sizes/formats are performing well in convenience at the moment? What formats do you expect to perform well for the festive season? Are there any format innovations your brand is rolling out that retailers should watch out for?
- Do you have any NPD or campaigns you would like to shout about?