

SCOTTISH GROCER FEATURE SYNOPSIS

January 2023

Pancake Day

Editorial contact for this feature is

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

Deadline for editorial submission Friday 18th November

- *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.*

Consumers aren't flippant when it comes to Pancake Day, and plenty will be looking for ways to make their fluffy treats extra special this year. In this feature, we will look at the variety of options that retailers can capitalise on with the event to cater for those cooking from scratch or heading to the bakery section. We would welcome comments on the following:

- How big an opportunity does Pancake Day represent for Scottish convenience stores? How can retailers provide for consumers that are looking to enjoy the day this year?
- What categories perform well in the run-up to Pancake Day? Are there any products that retailers can offer to consumers looking for a different topping to their pancakes this year?
- How can retailers build some in-store theatre around Pancake Day? Can you offer any advice around seasonal displays? Events or activities in store?
- How can retailers help push Pancake Day for consumers that are more strapped for cash due to the cost-of-living crisis here? Is there an opportunity to drive some link-up sales here?
- How could retailers use social media to help highlight their store's offer for this year?
- Do you have any NPD or campaigns you would like to shout about?