

## SCOTTISH GROCER FEATURE SYNOPSIS

April 2023

### BBQ

Editorial contact for this feature is

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Deadline for editorial submission Monday 27<sup>th</sup> February

- *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.*

Sunny spells may be a rarity in Scotland but consumers will always take the chance to make the most of the elusive warm weather. In this feature, we will look at how convenience retailers can drive up some sales with the rising temperatures and ensure Scottish consumers can celebrate the sun properly. We would welcome comments on the following:

- In your assessment, how well did barbecue items perform in Scottish c-stores last summer? What impact did hospitality restrictions have on demand for barbecue SKUs as consumers took to celebrating more at home? Do you think any pandemic trends will be retained in 2023?
- What are the core categories retailers should concentrate on when building a barbecue offer? How much scope is there to create multibuy deals/promotions around the barbecue occasion?
- How reactive should retailers be to warm/sunny weather? In Scotland, where weather is notoriously changeable, what are the benefits of creating a temporary barbecue fixture when the sunshine appears?
- How might the cost-of-living crisis be a factor for consumers enjoying the better weather? In your opinion, do you think consumers will forego financial concerns to enjoy the sun for a while? How can retailers use this to trade up to their customers?
- What category trends impacted on the barbecue occasion? Should c-stores consider introducing free-from/plant-based barbecue options? What about shoppers looking for healthier alternatives?
- How can retailers ensure their store is known in the community as the place to go for BBQ essentials?
- Do you have any NPD/campaigns you would like to shout about?