

SCOTTISH GROCER FEATURE SYNOPSIS

April 2023

Chilled

Editorial contact for this feature is

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Deadline for editorial submission Monday 27th 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.*

Chilled products can be wide-reaching but lots of them are mainstays in consumer's baskets, making it a key category for retailers to stock up on. In this feature, we'll look at the must-stocks in the chilled category that retailers need for their stores and how they can really make the most of it. We would welcome comments on the following:

- How would you assess the performance of chilled SKUs in Scottish stores at present? Where are the areas of growth and what can retailers do to make the most of current category trends?
- How important is sustainability across the chilled category? What steps have brands taken to reduce their impact on the environment?
- How has the cost-of-living crisis impacted chilled sales? While still a category every shopper comes to, have consumers swapped out for PMP/cheaper own-label choices across the category?
- What merchandising advice do you have for retailers? How can c-store retailers with less room in the chiller make the most of their section? What would be the key products to prioritise in this case?
- What pack formats are performing well at the moment in the chilled section?
- What shopper missions are driving chilled purchases and why? How can retailers ensure they have a range to meet consumer demand?
- Do you have any NPD or campaigns you would like to shout about?