

## SCOTTISH GROCER FEATURE SYNOPSIS

March 2023

### Cooking Sauces & Meal Kits

Editorial contact for this feature is

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Deadline for editorial submission Friday 27<sup>th</sup> January

- *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.*

After a long day in the office, some consumers seek the convenience that comes with a meal kit or ambient options. In this feature, we will ask how retailers can capitalise on the opportunities that come from ambient options in convenience stores. We would welcome comments on the following:

- How would you assess the performance of cooking sauces and meal kits in the Scottish convenience channel? What are the category trends that retailers should be aware of? Where are the areas for growth here? How does the convenience channel compare to the grocery multiples and how can retailers make the most of this?
- What ranging and merchandising advice can you offer for retailers looking to kick their cooking sauces & meal kits range up a notch? For those working with limited space in stores, what do you consider to be the must-stock options? How can retailers ensure the range remains eye-catching but easy to navigate?
- With the cost-of-living crisis driving up the prices of food, what benefits do cooking sauces & meal kits have? How can PMPs play a part during the financial crisis? Do you expect to see, or have you seen, a rise in sales for more ambient foods as a result of inflation?
- How can c-store retailers use their cooking sauce & meal kits range to generate link sales and drive up basket spend?
- What pack formats are performing well? How does this compare to previous years?
- What are the key shopper missions driving purchases and how can retailers ensure they are catering for customer demands?
- Do you have any NPD or campaigns you would like to shout about?