

SCOTTISH GROCER FEATURE SYNOPSIS

April 2023

Frozen & Ice Cream

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.*

Presenting consumers with treats and long-lasting dinners, freezers across convenience stores have plenty to offer, especially during a recession. In this feature, we will look at how c-store retailers can make the most of the frozen section across their store as well as the key products worth stocking up on. We would welcome comments on the following:

- How are frozen products performing in Scottish c-stores at the moment? Where are the areas of growth and how can retailers make the most of this growth? What are the key trends in frozen that retailers should be aware of?
- What merchandising/ranging advice can you offer Scottish c-store retailers? How can retailers ensure their freezers are both eye-catching and easy to navigate?
- In your opinion, is there a perception that frozen food options are more affordable for consumers? How can retailers use this perception to drive up some store sales from the category? How else can retailers put forward this affordability perception?
- Following up on the current financial crisis, how can retailers market their ice cream selection to consumers during this time? How might the small, affordable indulgence angle perform in stores? Are there any trends or flavours across ice cream that retailers should be paying attention to?
- How can retailers use their frozen range to generate link sales/boost basket spend? What kinds of promotions/multibuy deals work well with frozen?
- What are the key shopper missions currently driving frozen sales? How has this evolved over the past year? What can retailers do to ensure they are meeting consumer demand here?
- Are there any campaigns or NPD you would like to shout about?