

SCOTTISH GROCER FEATURE SYNOPSIS

June 2023

Frozen Treats

Editorial contact for this feature is

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Deadline for editorial submission Wednesday 26th April

- *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.*

Summer is finally on the way and, after a long, cold winter for Scotland, there will be plenty of people embracing the sun with the Scots' traditional "taps aff" to help keep cool. And, of course, consumers will also be rushing to the freezer for a sweet treat to cool off. So, in this feature, we will look at the options available for consumers. We would welcome comments on the following:

- How would you assess the performance of frozen treats in Scottish c-stores at the moment? What are the key trends that retailers should be aware of? Where are the areas for growth in the category?
- How do frozen treats typically perform during the summer months across Scotland? Are there any typical products that see a boost with the warmer weather? How does this affect formats? Do more consumers pick up larger packs in anticipation of a week of warm weather? How can retailers push singles as more impulse items with some unexpected sunshine?
- Rising energy costs will be a concern for retailers and running a freezer all day will run up a bill with the warm weather. With this in mind, how can retailers ensure their range is optimised to deliver the best possible performance?
- How should retailers position free-from options in their freezers? How is demand for vegan-friendly/gluten-free etc? What about low/no-sugar alternatives?
- What approach should retailers take to merchandising their freezer? How can they ensure they have a frozen fixture that's both eye-catching and easy to shop?
- How can retailer use their frozen range to generate link sales within their store? What sort of deals/multibuys/promotional mechanics work well with frozen?
- Do you have any NPD or campaigns you would like to shout about?