

SCOTTISH GROCER FEATURE SYNOPSIS

May 2023

World Food & Drink

Editorial contact for this feature is

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Deadline for editorial submission Monday 27th March

- *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.*

Increased interest and awareness for global cuisine has led plenty of Scottish consumers to eye up something a bit more adventurous for their evening meals. As such, stocking up on a worldwide array of options could be key to driving up some extra sales in convenience stores. In this feature, we'll look at how Scottish c-store retailers can tap into the demand for world food and drink. We would welcome comments on the following:

- How much demand is there for more exotic food and drink among Scottish consumers? What are the key international cuisine trends that c-store retailers should be aware of? What kind of margins can more exotic food and drink offer c-store retailers?
- How can world food and drink spice up a food-to-go offer?
- How can retailers use world food and drink to generate link sales? What sort of meal deals or recipe bundles work well in the convenience channel?
- How can retailers effectively tap into seasonal events to drive sales of world food and drink?
- What merchandising/ranging advice can you offer retailers looking to draw attention to/drive sales of world food and drink in their store? How can retailers build a bit of in-store theatre around their range?
- How are international influences affecting demand in off-sales? Scotland is a nation with plenty of big brands across alcohol categories, but is there scope to add some more international flavour to the offer?
- Do you have any NPD you would like to shout about?