

SCOTTISH GROCER FEATURE SYNOPSIS

July 2023

Chilled

Editorial contacts for this feature are:

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Deadline for editorial submission is Wednesday 24th May.

- *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 can be a guaranteed sale for convenience stores, with a wide variety of options that are mainstays for plenty of shopping baskets. In this feature, we will look at the latest innovations to come to the chiller aisles across convenience and how retailers can make the most of current category trends. We would welcome comments on the following:

- How would you assess the performance of chilled brands in Scottish c-stores currently? Where are the areas for growth here? What are the must stocks that retailers should look out for throughout 2023? What are the key trends retailers should be aware of?
- What opportunities do the summer months present for the chilled section? How should retailers use this to prioritise certain products across the section?
- How does the convenience channel compare to the larger multiples when it comes to the chilled category? What can Scottish c-store retailers learn from this? How can c-stores ensure they can stand out against the larger competitors?
- What ranging or merchandising advice can you offer retailers? How can retailers with limited chilled space ensure every SKU is earning its place?
- With the cost-of-living crisis in mind, how can retailers ensure a guaranteed sale from the chilled section? Do PMPs have a part to play here? How can the chilled section be used to encourage link-up sales and grow overall basket sizes?
- Which pack formats are consumers picking across the category? How can Scottish c-store retailers ensure they are catering to this trend?
- Do you have any NPD or campaigns you want to shout out?