

## SCOTTISH GROCER FEATURE SYNOPSIS

July 2023

### Food To Go

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.*

While summer means time to get away on holiday, it also means more people will be out enjoying the short-lived spells of sunshine in Scotland, bringing more opportunities to drive up sales for the food to go channel. In this feature, we will look at how convenience retailers can develop their food to go section in stores and match the demand that comes with the summer sun. We would welcome comments on the following:

- How would you assess the performance of food to go in Scottish c-stores? Where are the areas for growth here? What are the key trends that retailers should be aware of for the rest of the year?
- What advice do you have for c-store retailers looking to grow or introduce a food to go section in their stores? What questions should retailers be asking before investing in new technology for their stores? What regulations and rules should retailers be aware of before exploring food to go options?
- How can convenience retailers build a reputation for food to go options in their local communities to stand out from the wide range available to consumers? What approach can they take to marketing their range? What about deals or loyalty schemes?
- What steps can retailers take to ensure their food to go is thriving throughout the day? What does an effective breakfast, lunch and dinner FTG offer look like?
- Do you have any NPD or campaigns you would like to shout about?