SCOTTISH GROCER FEATURE SYNOPSIS
August 2023
Lunchbox

Editorial contacts for this feature are:
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Deadline for editorial submission Wednesday 21st June

• *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.*

Whether it's for back to school or for consumers looking for something new in the office, the lunchbox offers a wide variety of options that c-store retailers can make the most of. In this feature, we will look at how Scottish c-store owners can really make the most of the lunchtime occasion with their selection. We would welcome comments on the following:

• What are the key lunch trends that Scottish c-store retailers should be aware of? What categories are picking up sales from consumers on a lunch shopper mission?

• Shoppers are looking for every way they can cut back on costs at the moment, how can retailers make sure this doesn't result in consumers skipping over the lunchtime meal altogether? How can retailers offer an affordable option for those less keen to turn to more expensive lunchtime meals from chain stores?

• What categories stand to benefit the most from the lunchbox shopper mission? How can retailers use this occasion to generate link-up sales across the store?

• How can retailers use the ongoing demand for healthier options for the lunchtime occasion? What options are available for vegetarian or vegan consumers looking for something to add to the lunchbox? What about parents seeking for healthy treats for their kids?

• Do you have any NPD or campaigns you would like to shout out?