

SCOTTISH GROCER FEATURE SYNOPSIS

September 2023

National Curry Week

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Deadline for editorial submission Wednesday 26th July

- *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.*

From the chicken tikka masala to pakora, it's clear that the Scottish love a curry and like to get inventive with them. It's hard to pass up a good curry and a pint to go with it and plenty of consumers will be keen to jump on the chance this National Curry Week (2nd to 8th October). In this feature, we will look at the categories that retailers should stay stocked up on to help consumers this year, whether that be those looking to cook from scratch or people seeking the simplicity of a tasty ready meal. We would welcome comments on the following:

- How do curry options perform in Scottish convenience stores? What are the current trends and flavours that consumers seem to be picking up on?
- For consumers looking to try their hand at making a curry from scratch, how can retailers help them? Should they consider some link up sales? What part can bringing in spices and herbs do to help this? What other specialist options should c-store retailers consider stocking up on?
- What about side options to go along with the curry, such as breads, poppadoms, rice or chutneys?
- How can retailers drive up sales from ready meal options? How should c-store retailers prioritise space on the shelves? Are there certain curries that perform better than others in ready meals?
- How can retailers use National Curry Week to drive some link-up sales such as with the off-trade category?
- How can retailers use theatre in store to bring more people to the event and ensure it is a successful one for the store?

- With the cost-of-living crisis in mind, do you expect there to be more of a shift to at-home celebrations and away from hospitality venues? How can retailers make the most of potential new customers looking to save some cash but enjoy their night?
- Do you have any NPD or campaigns you would like to shout about?