

## SCOTTISH GROCER FEATURE SYNOPSIS

October 2023

### Sauces & Condiments

Editorial contacts for this feature are:

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Deadline for editorial submission Friday 25<sup>th</sup> August

- *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 you can't have chips without tomato sauce or you're looking to level up your burger with something new, sauces and condiments can change up your entire meal in seconds. In this feature, we will look at how convenience store retailers can make the most out of the category to offer consumers something new for their dinners or ensure they can rely on an old faithful option. We would welcome comments on the following:

- How would you assess the performance of sauces and condiments in the Scottish convenience channel? How does the channel compare to the grocery multiples and are there lessons convenience retailers could learn from their larger competitors?
- What are the key trends affecting sauces and condiments? What flavours and cuisines are driving category growth? What shopper missions are driving sauce and condiment sales within the convenience channel?
- What pack formats are proving popular in Scottish c-stores? (Size? Packaging material? Squeeze/cap/lid? Price-marked?)
- What ranging/merchandising advice can you offer Scottish retailers? How can retailers better signpost sauces and condiments to generate incremental sales? What steps/offers/promotions might a retailer introduce to drive some link sales?
- Do you have any NPD or campaigns you would like to shout about?