

## SCOTTISH GROCER FEATURE SYNOPSIS

November 2023

### Bread & Bakery

Editorial contacts for this feature are:

Giles Blair [giles.blair@peeblesmedia.com](mailto:giles.blair@peeblesmedia.com) 0141 567 6074

Callum McDade [callum.mcdade@peeblesmedia.com](mailto:callum.mcdade@peeblesmedia.com) 0141 567 6032

Deadline for editorial submission Wednesday 27<sup>th</sup> September

- *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 cupboard staples or pastry treats, consumers will likely flock to the bakery section to make sure the house is well stocked up. In this feature, we will look at how retailers can really raise the dough through the bread & bakery section. We would welcome comments on the following:

- How would you assess the performance of bread and bakery in the Scottish convenience channel at present? What are the key trends that retailers should be aware of? Where are the areas growth here? How do c-stores compare to the grocery channel? Are there lessons to be learned from the multiples?
- Are there seasonal trends in the bread/bakery category? How can retailers make sure they've got the right range to meet consumer demand over the winter months?
- With the cost-of-living crisis in mind, how can retailers ensure their bakery section communicates value to consumers? What role do PMPs play?
- What pack sizes/formats are performing well in convenience at the moment? How has this changed in recent months? Do you expect these changes to continue with consumers?
- What merchandising advice can you offer? How can retailers ensure their bread/bakery is both eye-catching and easy to navigate?
- Do you have any NPD or campaigns you would like to shout about?