

## SCOTTISH GROCER FEATURE SYNOPSIS

November 2023

### Crisps & nuts

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.*

Consumers love to indulge in some nibbles during the Christmas festivities, making crisps & nuts a key category for the festive season. In this feature, we will look at how the category performs during the Christmas period and how retailers can build on this opportunity. We would welcome comments on the following:

- How would you assess the performance of crisps & nuts in the Scottish convenience channel at the moment? Where are the areas for growth and how can retailers make the most of this? What are the key trends that retailers should be aware of?
- What ranging advice do you have for retailers? Should retailers prioritise a Christmas section for crisps & nuts or keep them with the rest of the category in stores? How should retailers balance this section between seasonal variants and the rest of the category?
- What about merchandising? How can retailers create an engaging display that's easy to shop?
- What pack sizes/formats are performing well in convenience at the moment? What formats do you expect to perform well for the festive season? Are there any format innovations your brand is rolling out that retailers should watch out for?
- With the cost-of-living crisis in mind, how can Scottish c-store retailers make sure they can drive sales in crisps & nuts? What part can PMPs play in this?
- Do you have any NPD or campaigns you would like to shout about?