

## SCOTTISH GROCER FEATURE SYNOPSIS

April 2024

### Frozen & Ice Cream

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 Monday 26<sup>th</sup> February

- *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 they're there for a special treat or an easy dinner-time solution, freezers across convenience have plenty to offer to customers. In this feature, we will look at how Scottish c-store retailers can make the most out of their freezers with a select range that covers the bases in the category. We would welcome comments on the following:

- How are frozen products performing in Scottish c-stores at the moment? Where are the areas of growth and how can retailers make the most of this growth? What are the key trends in frozen that retailers should be aware of?
- What merchandising/ranging advice can you offer Scottish c-store retailers? How can retailers ensure their freezers are both eye-catching and easy to navigate?
- In your opinion, is there a perception that frozen food options are more affordable for consumers? How can retailers use this perception to drive up some store sales from the category? How else can retailers put forward this affordability perception?
- What should retailers be considering when it comes to stocking up on ice cream options in the freezer? Should they be looking to more local options? To what is currently popular? How should this affect the flavours on offer?
- How can retailers use their frozen range to generate link sales/boost basket spend? What kinds of promotions/multibuy deals work well with frozen?
- What are the key shopper missions currently driving frozen sales? How has this evolved over the past year? What can retailers do to ensure they are meeting consumer demand?
- Are there any campaigns or NPD you would like to shout about?