

SCOTTISH GROCER FEATURE SYNOPSIS

June 2024

Frozen Treats

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Deadline for editorial submission Monday 29th April

- *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.*

Summer is on its way for Scotland. With this rare chance of sun, plenty of consumers will be looking for some summertime treats to cool themselves off with as the temperature rises. As such, retailers will be looking to stock a strong range of frozen treats in store and, in this feature, we will look at how convenience store owners can tap into this seasonal demand. We would welcome comments on the following:

- How would you assess the performance of frozen treats in Scottish c-stores at the moment? What are the key trends that retailers should be aware of? Where are the areas for growth in the category?
- How do frozen treats typically perform during the summer months across Scotland? Are there any typical products that see a boost with the warmer weather? How does this affect formats? Do more consumers pick up larger packs in anticipation of a week of warm weather? How can retailers push singles as more impulse items with some unexpected sunshine?
- Energy costs continue to be a concern for retailers and running a freezer all day alongside the air con will run up a bill with the warm weather. With this in mind, how can retailers ensure their range is optimised to deliver the best performance?
- How should retailers position free-from options in their freezers? How is demand for vegan-friendly/gluten-free etc? What about low/no-sugar alternatives?
- What approach should retailers take to merchandising their freezer? How can they ensure they have a frozen fixture that's both eye-catching and easy to shop?
- How can retailer use their frozen range to generate link sales within their store? What sort of deals/multibuys/promotional mechanics work well with frozen?
- Do you have any NPD or campaigns you would like to shout about?