

## SCOTTISH GROCER FEATURE SYNOPSIS

September 2024

### Food to Go & Snacking

Editorial contacts for this feature are:

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Deadline for editorial submission Wednesday 24<sup>th</sup> July

- *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.*

Food to go and snacking both offer retailers prime chances to boost up total basket spend in stores by capitalising on that impulse purchase. In this feature, we will examine the best ways that Scottish convenience store retailers can go about this and drive up total sales in stores. We would welcome comments on the following:

#### **Food to go**

- How would you assess the performance of the food to go category in 2023? What are the main shopper trends pushing sales here? Are there any consumer trends of note here that retailers should take advantage of?
- Beyond the classic staple of a sandwich, what other food and drink solutions are proving popular in food to go at the moment? Are more consumers aiming to expand their tastebuds into something new? Or are tried, tested and trusted options still proving popular?

How can retailers optimise the hot food to go opportunity? What solutions do you offer to suit different store sizes and staff training for hot food preparation?

- How does demand for food to go change over different meals, if at all? How can retailers take advantage of this? What solutions does your brand offer to help this remain as simple as possible for retailers?
- What advice can you offer retailers who may be looking to introduce food to go for the first time, or to expand their offer? How can retailers ensure they've got an offer that's right for their store, while also taking care not to suffer from too much waste?
- Do you have any NPD/campaigns you would like to shout about?

## **Snacking**

- How would you assess the performance of snacks in Scottish c-stores? What are the key trends retailers should be aware of?
- What pack formats are currently proving popular in snacking? What is driving this demand? How has demand changed for PMP formats across snacking in recent times?
- How can retailers use their snack range to generate more incremental sales across categories? What approach would you recommend retailers take when seeking to build link sales/creating multibuy deals?
- What merchandising/ranging advice can you offer c-store retailers?
- Do you have any NPD/campaigns you would like to shout about?