

## SCOTTISH GROCER FEATURE SYNOPSIS

September 2024

### National Curry Week

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 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.*

From the chicken tikka masala to pakora, it's clear that the Scottish love a curry and love to get inventive with them. It's hard to pass up a good curry and a pint to go with it and plenty of consumers will be keen to jump on the chance during National Curry Week. In this feature, we will look at the categories that retailers should stay stocked up on to help consumers this year, whether that be those looking to cook from scratch or people looking for the simplicity of a tasty ready meal. We would welcome comments on the following:

- How do curry options perform in Scottish convenience stores? What are the current trends and flavours that consumers seem to be picking up on here?
- For consumers looking to try their hand at making a curry from scratch, how can retailers help them along the way? Should they consider some link up sales? What part can bringing in spices and herbs do to help this? What other specialist options should c-store retailers consider stocking up on?
- What about side options to go along with the curry such as breads, poppadoms, rice or chutneys?
- How can retailers drive up sales from ready meal options here? How should c-store retailers prioritise space on the shelves here? Are there certain curries that perform better than others in ready meals?
- How can retailers use National Curry Week to drive some link-up sales such as with the off-trade category?
- How can retailers use theatre in store to bring more people to the event, encourage at home celebrations and ensure it is a successful one for the store?
- Do you have any NPD or campaigns you would like to shout about?