

SCOTTISH GROCER FEATURE SYNOPSIS

October 2024

Pizza

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Deadline for editorial submission Tuesday 27th August

- *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 it's a pepperoni, topped with pineapple or just a simple cheese, everyone out there has their favourite pizza. For retailers looking to grab a slice of this action, there are plenty of options available from chilled, frozen or the ambitious "from scratch" cookers out there. In this feature, we will examine this wildly popular category and how Scottish c-store retailers can make the most of it in stores. We would welcome comments on the following:

- How would you assess the performance of the pizza category in the convenience channel? How does this compare to grocery multiples and are there lessons here that c-store retailers could learn from?
- What are the category trends that retailers need to be aware of in pizza? How can they take advantage of this?
- What shopper missions are driving pizza sales? How could this be used to generate more link-up sales in a convenience store?
- How is the easing of the financial crisis affecting pizza sales? How can retailers use their range to draw attention to prices and promos or persuade customers to trade up?
- Do you have any NPD or campaigns you would like to shout about?