

SCOTTISH GROCER FEATURE SYNOPSIS

November 2024

Chilled

Editorial contacts for this feature are:

Giles Blair giles.blair@peeblesmedia.com 0141 567 6074

Callum McDade callum.mcdade@peeblesmedia.com 0141 567 6032

Deadline for editorial submission Wednesday 25th September

- *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 fridge staples to chilled treats and solutions for lunchtime, chillers across convenience can be filled with a wide variety of products for retailers to make the most of. In this feature, we will look at what chilled brands have to offer c-store retailers and ask how retailers can drive up sales across the section. We would welcome comments on the following:

- How would you assess the performance of chilled products in the convenience channel at the moment? What are the key trends that retailers need to be aware of? Where are the areas for growth here?
- What are the key categories within chilled? How can retailers ensure they're dedicating the right amount of space to the right categories?
- How can retailers use their chilled range to boost total basket spend/generate incremental sales? What sort of promotions/multibuy deals etc are worth considering?
- For retailers with limited chiller space, how should they range different categories within the chilled section? How much space should be dedicated to them? What merchandising advice can you offer?
- Do you have any NPD or campaigns you would like to shout about?