

## SCOTTISH GROCER FEATURE SYNOPSIS

April 2025

### BBQ

Editorial contacts for this feature are:

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Deadline for editorial submission Wednesday 26<sup>th</sup> February

- *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.*

Plenty of Scots feel cheated by last summer's dismal weather and will want to make up for it this year by firing up the BBQ to enjoy the best of the sunshine. In this feature, we will look at how convenience retailers can drive up some sales with the rising temperatures and make the most of the opportunities that the barbecue season can bring. We would welcome comments on the following:

- In your assessment, how well did barbecue items perform in Scottish c-stores last summer? What impact did the poor weather have here, if any?
- What are the core categories retailers should concentrate on when building a barbecue offer? How much scope is there to create multibuy deals/promotions around the barbecue occasion?
- How reactive should retailers be to warm/sunny weather? In Scotland, where the weather is notoriously changeable, what are the benefits of creating a temporary barbecue fixture when the sunshine appears?
- How might current financial concerns be a factor for consumers enjoying the better weather? In your opinion, do you think consumers will forego money worries to enjoy the sun for a while? How can retailers use this to get customers to trade up?
- What category trends impact on the barbecue occasion? Should c-stores consider introducing free-from/plant-based barbecue options? What about shoppers looking for healthier alternatives?
- How can retailers ensure their store is known in the community as the place to go for BBQ essentials?
- Do you have any NPD/campaigns you would like to shout about?