

## SCOTTISH GROCER FEATURE SYNOPSIS

October 2025

### Pizza

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Deadline for editorial submission Tuesday 26<sup>th</sup> 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.*
- *Please include 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.*

Everyone has a favourite pizza, and while the jury is still out on pineapple on it, it's definitely a revenue winner for retailers.

Customers will often be impulse shoppers and will top up their purchase with a soft drink or alcohol, so in this feature we'll be looking at how Scottish c-store retailers can make the most of a pizza range 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?
- Is it better to stock chilled pizza or frozen? What are the benefits of either?
- What drives pizza sales? Is it evening sales or general everyday shopping purchases? How could this be used to generate more link-up sales in a convenience store?
- Is the cost of living 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?