

SCOTTISH GROCER FEATURE SYNOPSIS

January 2027

Butchery

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Deadline for editorial submission Monday 23rd November

- *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.*

Consumers are now more aware than ever of where their food is coming from, following the trail from farm to fork. This comes with a level of expectation now from shoppers as many seek out quality and assurance from the butchery market. In this feature, we will take a look at those local butchery brands that can give retailers an edge in the chillers as well as those must-stock options for the weekly shop. We would welcome comments on the following:

- Are butchery items a frequent shop for consumers? Is there a keen demand for these products? Are they secure ways to help build up overall basket spend?
- Which butchery products are in high demand with Scottish shoppers? Red meat? Chicken? Cooked meats? etc. Is there a specific trend that consumers follow here? How important is provenance for Scottish consumers?
- The Scottish love affair with a fry-up remains strong, how much space in the category should be set for breakfast pack items such as square sausage, bacon or black pudding? How can retailers use this to create link-up sales across the store?
- How does the protein boom factor into this category and how can retailers use this to bring more shoppers to meat products in store?
- Is there a level of seasonality for certain butchery products? Do people tend to stick to more specific products in this space dependent on the time of year?
- How can retailers offer a trade-up within the butchery section for consumers?
- Do you have any NPD or campaigns to shout about?