

SCOTTISH GROCER FEATURE SYNOPSIS

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Ready Meals

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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.*

After a long day of work, shoppers want a simple option for dinner so they can start relaxing as soon as possible, making ready meals a key part of the evening. Offering simplicity and speed, ready meals can take the stress out of the evening and let shoppers have an easy time for the rest of the night. In this feature, we will look at the ready meal category and see how these options can help to take the stress out of the night in. We would welcome comments on the following:

- How popular are ready meals for the Scottish convenience channel? How often are customers picking these up in stores?
- Which meals tend to be the most popular with shoppers? Do consumers tend to seek out pasta dishes? Options that are rich in protein? Or is it down to how easy it is to cook, whether this is because it is microwavable or only for the oven?
- How much space in the chillers should retailers dedicate to the ready meals category?
- Should retailers be bringing more branded options into the ready meals category or do consumers tend to look for those branded options that they know they can trust?
- What shopping missions are focused around the ready meals category? Is it mission-led or does this tend to be more of an impulse choice?
- How can retailers make use of link-up sales or the big night in opportunity to help drive sales here?
- Do you have any NPD or campaigns you would like to shout about?