SCOTTISH GROCER FEATURE SYNOPSIS
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Cooking Sauces

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Deadline for editorial submission Wednesday 6th January

• *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.*

Busy lives, cost-of-living pressures and a desire to enjoy meal styles from around the world mean that convenient jars, tins and pouches of cooking sauces are staples in many consumers' cupboards as they look to quickly rustle up an affordable evening meal. In this feature, we will look at how retailers can make the most of this consumer occasion. We would welcome comments on the following:

• How important is the convenient meal solution to sales in the convenience channel? What are the cooking sauce trends that retailers should be aware of? What are the key world flavours that retailers should consider as part of their offer?

• With the ongoing cost-of-living crisis, how can retailers capitalise on consumers wanting to save money by cooking at home rather than splashing out on a meal out or takeaway? What deals and promos can stores offer to cash-strapped consumers?

• What merchandising or display advice do you have for retailers looking to create some theatre in stores to ensure consumers make the most of the cooking sauces category?

• Are the recently introduced Scottish HFSS regulations having an impact on the category? Is there demand for healthier options from consumers purchasing cooking sauces?

• Do you have any NPD or campaigns you would like to shout about?