

The Grocer

Focus On: Roast Dinners by Amy North (amy.north@thegrocer.co.uk)

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The Story

Brits have cooked up 157 million fewer roast dinners in the past year, a decline of 11%. So why is the Great British Roast falling out of fashion? What are retailers and suppliers doing to rekindle the roast? And how are culinary trends affecting the dishes we choose to serve up when we do cook up a roast?

Key themes (this list is not exhaustive; we will investigate new angles as they arise):

Meat: This feature will pay particular attention to how the popularity of certain kinds of roast meat is changing and why. It will analyse how factors like price, availability and culinary trends are affecting our choice of meat for a Sunday roast. Price will be a crucial factor in this.

Vegetables: This feature will also explore how our choice of veg is changing. Are spuds as popular as they used to be? Are we eating more carrots, broccoli or cauliflower in a roast dinner than before? How are new culinary trends driving growth in sweet potatoes, squash etc, changing what we serve?

Innovation: Key to this feature will be a discussion of the latest NPD on the market, from anyone aiming for the roast dinner market (meat, veg, gravy, sauce, stuffing, etc) . The feature will explore the market trends that have inspired these innovations. Four launches will be profiled in a box.

Convenience: This feature will explore in detail how the rise in convenient roast dinner products are changing consumption trends in this market, from frozen roast spuds and mash potato and Yorkshire puddings to ready meals and even tinned brussels sprouts.

Key questions the feature is likely to address:

- What consumer trends have impacted the category over the past year?
- How have promotional strategies (both in terms of price and marketing) evolved?
- How have individual retailers' strategies impacted the market?
- How has merchandising changed in the market?
- What impact has own-label had on branded players?
- What's next for the category?