

The Grocer

Focus On: Savoury Pastries by Emma Weinbren

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How have supermarket suppliers of savoury pastries responded to Covid-19? Sausage rolls, pasties and other pastries are petrol forecourt and high street bakery staples. So, with most of us staying at home far more than we used to, how are retailers and their suppliers making sure we still get our fix of meat and pastry? Have suppliers to foodservice been able to open up new channels to market?

- **Changing channels:** With food service and to go outlets such as petrol forecourts and train station shops getting battered by the pandemic, how are savoury pastries players adapting? Are brands focusing more on multipacks or frozen, for example?
- **Pies and other meal centres:** One thing lockdown has given us is more time at home. So how has the impacted sales of pies and other pastry products that can be served as the centre of a family meals?
- **Marketing and NPD:** What are brands doing to ensure they continue to excite consumers in these challenging times? With retailers now engaged in a price war and adopting EDLP, what impact will there be on promotions and how prepared they are to stock NPD?
- **Kantar:** Using Kantar data we sum up how the category has performed in the past year.
- **4 x innovations:** We identify four new products or product ranges that have ideally not appeared in The Grocer before including launch date, RSP, a hi-res picture of each.

Focus On: Meat Snacks by Marianne Calnan

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Last December, we were reporting on a stonking year of growth for the meat snacks market. Value sales were up 11.2% on volumes up 9.7%. So how has a year of turmoil caused by Covid changed things? How hard did lockdown and the closure of schools affect products marketed as healthy, hunger busting and protein packed snacks for kids? Given that sales of booze have soared, how have sales of products such as jerky and scratchings (often merchandised in the beer aisle) fared?

- **Changing channels:** The closure of pubs and restaurants will have hit meat snacks players reliant on foodservice hard. Have any of these players been successful in pivoting to the grocery channel?
- **Veganism:** How much of a threat is veganism and the growing numbers of consumers who are reducing the amount of meat they eat to the category? Some brands have launched vegan alternatives; is anyone buying them?
- **Marketing and NPD:** What are brands doing to ensure they continue to excite consumers in these challenging times? With retailers now engaged in a price war and adopting EDLP, what impact will there be on promotions and how prepared they are to stock NPD?
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