

The Grocer

Focus On: Breakfast and brunch

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Feature one: Post-pandemic mornings

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Breakfast is changing once again. Having become more elaborate during lockdowns, it is now having to adapt to new working lifestyles. So with more people heading to work again, how many will indulge in an elaborate morning ritual? Are more people grabbing whatever as they dash for the train? And what habits have held over from when we were largely confined to home?

The full breakfast: During lockdown people had plenty of time to make elaborate breakfasts as home – part of a broader boost in home cooking. But how many of us are doing similarly complicated meals as we continue to work from home?

On the go: With the lifting of lockdown restrictions, what kind of convenient breakfasts are selling? Have sales returned to their pre-pandemic norms? And how are shoppers' on the go preferences changing?

Cost of living: Prices of just about everything are going up. So are shoppers adapting their breakfast preferences accordingly?

Health: It's a truism in grocery that shoppers care more about their health as a result of the pandemic. How is this affecting their breakfast choices?

Morning goods: In-store bakeries are once again back in action. So how receptive are shoppers to freshly-baked goods? And how are health concerns playing into sales of croissants, muffins and other indulgent fare?

Brunch: Given that socialising is back on the menu, is this translating into more brunch spending? And if so, what are Brits eating?

Innovations: We will profile 4 new products or ranges that have ideally not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each

Feature two: Kellogg's and HFSS

By Jimmy Nicholls jimmy.nicholls@thegrocer.co.uk

In June Kellogg's told a court it could lose up to £113m in sales from the government's new rules on high fat, sugar and salt (HFSS) products. It is perhaps the most prominent challenge to the regulations, which have largely been delayed into 2024. So what would it mean for breakfasts if Kellogg's were to succeed? How many cereals are classified as HFSS versus non-HFSS? And what impact could it have on breakfasts more broadly?

Brand breakdown: Which leading cereal ranges are caught up in the HFSS rules?

Other implications: If Kellogg's wins its case, what are the ramifications beyond breakfast?