

The Grocer

Focus On: Roast Dinners by Kate Halliwell (kate@katehalliwell.com)

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The Story

Roast dinners have been reborn! The past few years have seen a steady decline for this Great British institution, as households have become smaller and the importance of convenience has grown. But Brits have tucked into a staggering 146 million more roast dinners in the past year, a year on year increase of 11%. Why? What are we eating on these occasions? How are retailers and suppliers influencing this? And what lies ahead?

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.

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.

Box-outs: We will be looking at innovation and will feature four new products or product ranges

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?