

The Grocer

Focus On: Barbecue

By Rob Brown (rob_j_a_brown@hotmail.com)

Publishing: 28 March 2026

Advertising deadline: 13 March 2026

Submissions deadline: 6 March 2026

Beef prices have reached unprecedented levels, with inflation hitting a record 27.4% at the end of last year. Meanwhile, consumers continue to watch their spending. So, as barbecue season approaches, how will costs reshape the barbecue's core product – the beef burger? How are producers and retailers responding?

King of the grill

- What effect will soaring mince prices have on beef burgers?
- Will punters opt to buy fewer of them, choose cheaper options such as chicken – or go even more premium, splashing out on lamb burgers?
- How are brands enticing customers to spend on an increasingly expensive product?
- Which qualities of beef burgers are they promoting – taste, health benefits, etc.?
- What effects have rising prices had on in-store promotions and marketing?
- Which condiments and spices are Brits using to jazz up their barbecues?
- Are there likely to be more midweek barbecues this year?

Plant based products and fish

- How are plant based meats – and burgers in particular – positioned ahead of this year's barbecue season?
- What about other veggie grill items, such as halloumi?
- How great an effect will rising meat prices have on the plant based category?
- What about continued wariness of UPFs?
- Where does fish fit in among grilled options?

Innovations

- We will profile four new products or ranges. We need launch date, rsp, and a hi-res picture of each.