

The Grocer

Focus On: Rice, Pulses & Noodles

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Intro: Pulses are having a moment. The Food Foundation and Veg Power launched a nationwide campaign in September encouraging people to eat more of them for their fibre content. Meanwhile, trendy start ups are putting them at the centre of meals and educating foodies about their low carbon footprint.

Online recipes: Pulses are taking centre stage

- Which popular online recipes are driving growth of pulses?
- Which content creators and foodie brands are putting them at the centre of meals?
- How are trends like fibremaxxing buoying sales of beans?
- Which pulses are most popular among creators?

Movers and shakers: Challengers have repositioned pulses

- Which brands are pedalling them?
- How are they encouraging shoppers to eat more of them?
- What role does innovation play in revitalising the category?
- Which brands are gaining shelf space?

Sustainability: Pulses have a low carbon impact

- How are suppliers communicating this to shoppers?
- By contrast, rice cultivation contributes significant greenhouse gas emissions
- How are rice suppliers reducing their impact on the climate?

Rice: Rice is no longer just a side

- How are brands responding to trending recipes and flavours through innovation?
- Which formats are proving most popular?
- Do trend-led innovations come at a premium? How is inflation impacting rice?

Noodles: Affordable versus premium

- FareShare says pot & block noodles are a staple for poorer households – how are brands innovating in response?
- What other innovations have there been in noodles?
- How do some of the new launches align with trendy global cuisines?

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