

The Grocer

Focus On: Savoury Pastries & Meat Snacks

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Intro: Savoury pastry brands are innovating to lure younger consumers and tap new occasions. From curry-flavoured pies, to protein sausage rolls and brunch quiches, which new launches are driving incremental sales and which have staying power?

Innovation: Standout launches

- What have been the standout category launches of the past 12 months?
- Which consumer trends do these innovations respond to?
- Which ingredients and flavours are most prolific?
- Do they tap any new occasions?

Improvements: Making tweaks

- How are suppliers tweaking their recipes to improve their taste?
- Which are showcasing new-look packaging?
- How are shoppers responding to the changes?

Marketing: Major campaigns

- Which brands are throwing money behind marketing campaigns?
- Which channels are they focusing their efforts on?
- Have sales increased as a result of the activity?

Pricing: Inflationary pressures

- How are higher energy and ingredient costs impacting the category?
- Are shoppers trading down due to budget constraints?
- How are brands faring in comparison to own label?

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