The Grocer

Focus On: Easter & Spring

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Intro: Easter isn't all about chocolate, hot cross buns and roast lamb. A new cadre of fmcg categories are adding festive lines and limited editions to cash in on the occasion. So, which are cutting through?

Innovation: Festive launches

- What have been the standout launches of the period?
- Which unexpected categories are cashing in on Easter?
- Which flavour trends are evident across seasonal lines?

Retailer activity: Early Easter

- How are retailers planning to cash in ahead of an early Easter?
- Who has the most eye-catching activations?
- How are loyalty schemes being used to drive sales?

Roast dinner: Shoppers' plans

- Are shoppers planning for a traditional roast dinner this Easter?
- Is the price of lamb proving prohibitive this year?
- How are vegan centrepieces faring?

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