



Small and Local is BIG News

Ceri Ritchie,
Calum Johnston &
Sascha Grierson

Welcome

- The first of six Appetite for Angus 'Get Togethers'
- Growing sales in a post lockdown world
- Exploring trends & opportunities
- Networking with others

<https://appetiteforangus.com>



We'll be discussing.....

- Trends & opportunities in
 - Markets
 - Marketing
- Keeping customers & targeting new customers

Agenda

- Short presentation
- Hugh Grierson Organic
- Open discussion
 - what does this mean for me?



Markets

- Lockdown winners - local, convenience & online
- Local food & drink must remain relevant to customer needs
- Embrace trends:
 - Staycations
 - 'At home' occasions
 - Online
 - Food gifts
- Christmas ranges 2020



Staycations

- Food tourism was in growth..... this love of food won't change..... Greater respect for local culinary cultures and sustainability
- Local linked to rural
- Maximise 'anticipation' – takeaway a bit of Scotland – tell if you can't yet sell
- Build links with staycationers & local alike – future gifts.....
- Self-catering trend – opportunities through local stores
- Range linked to experience development, food-to-go
- Make people feel like they matter
- Link products to local stories, customs, events and create magic moments..... experiences..... memories

'At Home' Occasions

- At home occasions are on the rise.....
- Consumers are used to buying online.....
- What can you offer to take advantage of this opportunity?
 - BBQs, picnics (indoor & outdoor), online-linked parties
 - Can you create a package/offer?
- Can you create a place-based identity for that special occasion?
- Opportunities for community links
- Creating social connections



Online

- Lockdown drove growth online – many switched from B2B to B2C
- Specialist retailers offering online
- Broader range of consumers shopping online
- Online shoppers cherry pick, looking for something different
- Customer experience is key
 - Easy site navigation is paramount
 - Engaging content – stop, consider, purchase
 - Online shopping often starts with a search – so brand optimisation is important, you need a strong proposition
- Invest in e-commerce to maximise channel opportunity

Food Gifts

- Much gifting has moved online – plan for an e-Christmas
- Offer staycationers future online gift offers – a Christmas present package
- Think ‘contactless products’ and ‘at a distance purchasing’.
- Can you link your products with non-food ranges to broaden appeal?
- Can you link your products to an [affordable] lifestyle aspiration?
- Emphasise your community role, your place in the locality, your local story to keep local and staycationers customers long into the future

Christmas 2020

- Going to be a big 'home' celebration
- Key range trends include:
 - Traditional & homely
 - Traditional with a twist
 - Orange is a key flavour
 - Food for the run up to Christmas
 - Meal kits
 - Vegan / plant based Christmas lunches



Marketing

- Your story is important - explore at the next Get Together
- Local, community and locality
- Can you link your business and your products to local traditions, heritage celebrations, landmarks and activities?
- Getting communication right is critical – be aware of consumer and customer needs & concerns
- Keeping custom – vouchers, loyalty tools, free offers, ‘surprise & delight’ – give them a reason to return
- Understand why they buy from you
- Customer service – deliveries, B2C offers.....

Customers

- Retaining customers - understand what drives their behaviours
- In times of great change brands need to be adaptive
- In lockdown consumers looked forward to:
 - A night out, the pub, drinking with friends, festivals and gigs
 - Pampering
 - Travel
 - Seeing loved ones, friends and family
 - Sporting events
 - The outdoors
 - Eating out
 - Continuation of downtime (no change)
 - Retail therapy
- Perceived value for money will be important



Some Key Trends

- An opportunity to create differently, be transparent and tell the story behind your products.....
 - ✓ Food safety, trust and transparency
 - ✓ Localisation and self-sufficiency - as the world shrinks
 - ✓ Safety linked to sustainability
 - ✓ Consumer values - public service, brands need to show they care
- Some interesting product trends:
 - Local provenance
 - Responsible consumption - plant based, environment
 - Natural and functional ingredients
 - Healthy fat, healthy aging (fortification, functional ingredients)
 - Personalisation – personalised nutrition
 - Adult soft drinks
 - Snackification
 - Fermented foods like kefir & kombucha



Future Foci.....

- During lockdown – safety, knowledge & familiarity
- Broadening customer appeal eg Irn Bru vintage
- Greater presence – communications / following
- More categories
- More moments – creating noise and presence
- New needs – maximising trends
- Innovative NPD, building on trends



Looking Forward.....

- Plan for
 - Future local lockdowns and social distancing
 - Online presence and commerce
 - For cashless transactions
 - Creating closer customer relationships
 - Etc.....
- Consider
 - Building a social media community to drive interest and sales
 - How to drive interest and sales
 - Maximising the use of information and data
 - Building your region into your offering



Hugh Grierson Organic



01738 730201 orders@hughgrierson.co.uk

[My account](#) [Cart](#) [Checkout](#) [0 Items](#)

Hugh Grierson
organic

[ORGANIC PORK](#) [ORGANIC BEEF](#) [ORGANIC CHICKEN](#) [ORGANIC LAMB](#) [ORGANIC MUTTON](#) [OFFALS AND FATS](#) [🔍](#)



Hugh Grierson Organic



Hugh Grierson Organic



Scotland Food & Drink



Regional food group support scheme

- New **support scheme** to develop Scotland's regional food groups, recognising their role in local economies, communities & business growth, plus role in national strategy success
- **Funded coordinators** in each group, with support for delivery & managed by SF&D
- Groups will deliver both **regional and national** projects around key themes such as increasing local sourcing and supply of regional produce; promotion & marketing; business support & food tourism development
- 12-month project initially

Scotland Food & Drink

Participating groups

Appetite for Angus
Arran's Food Journey
Ayrshire Food Network
Bute Kitchen
Discover Inverclyde's Food and Drink
Eat Drink Hebrides
East Lothian Food & Drink
Food from Argyll
Food from Fife
Forth Valley Food & Drink Network
North East Scotland Food & Drink
Orkney Food & Drink
Perth & Kinross Food Tourism Group
Shetland Food & Drink

<https://connectlocal.scot/regional-food-groups/>



Next Time.....



Your Story



Thank You



Thank you for joining us today.

Ceri.Ritchie@sac.co.uk

Calum.Johnston@sac.co.uk

<https://www.hughgrierson.co.uk/>

fiona@foodanddrink.scot