

Small and Local is BIG News

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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?



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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 <u>why</u> 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.....
 - \checkmark Food safety, trust and transparency
 - \checkmark Localisation and self-sufficiency as the world shrinks
 - \checkmark Safety linked to sustainability
 - \checkmark 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



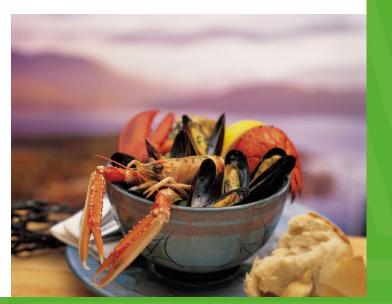
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Future Foci.....



- 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

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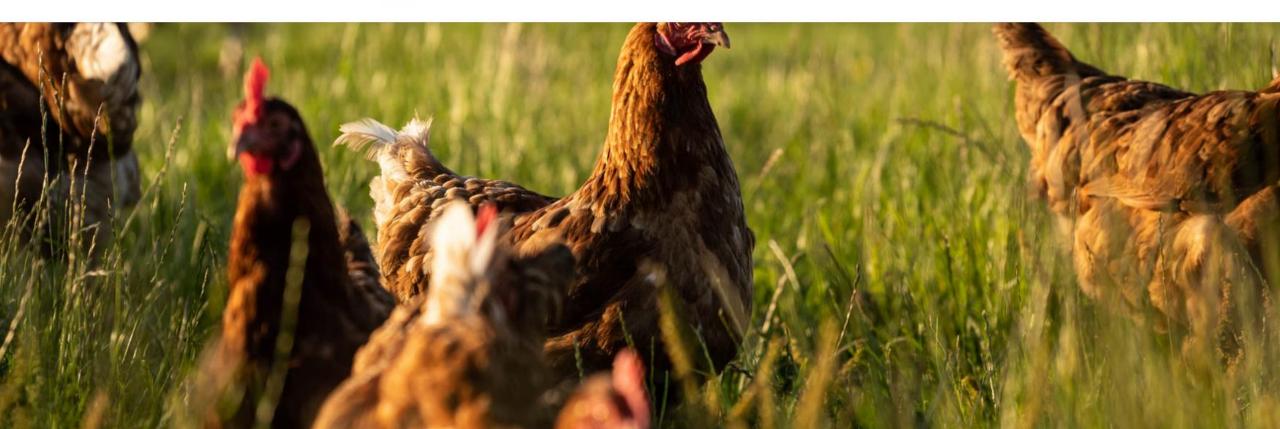
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ORGANIC PORK ORGANIC BEEF ORGANIC CHICKEN ORGANIC LAMB ORGANIC MUTTON OFFALS AND FATS 🔎



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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



Next Time.....

and and



Your Story

Thank You



Thank you for joining us today.

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