

# Scottish Grocer feature synopsis

March 2018 edition

## Scotland's Off-Trade top 50 feature

Editorial contact for this feature is

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Deadline for editorial submission extended to **Monday 29 January, 2018**

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information (for example market share, market trends and details of brand activity)*
- *It's always very useful to receive images – 300 dpi if possible. Good images include product shots, pictures of people quoted in the copy, and pictures of advertising and marketing activity*
- *And please feel free to provide anything else you think is relevant*

### Issues

Using information supplied by Nielsen Research we'll be looking at the top 50 most valuable alcohol brands in Scottish take-home and the top 10s in many categories including whisky, malt whisky, vodka, gin, lager, ale, wine, cider, RTDs and more.

Once we have the Top 50 and other listings we'll be contacting those brands on the list for comment on their performance in 2017, opinions on trends in the market, and news about current and planned activity.

You can find last year's top 50 at

[https://issuu.com/peeblesmedia/docs/off\\_trade\\_-\\_scotland\\_s\\_most\\_valuabl](https://issuu.com/peeblesmedia/docs/off_trade_-_scotland_s_most_valuabl)