

Scottish Grocer feature synopsis

March 2018 edition

Summer Soft Drinks 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*

2018 is set to be an important year for soft drinks in the UK. This summer will be the first real test for the category following the introduction of the Sugar Tax and we want your thoughts on how retailers can best prepare. We are very keen to have all news of your summer activity along with up-to-date images.

What's new for summer 2018? Which soft drinks are expected to see a summer boost and why?

What new or long-standing trends are likely to shape sales of soft drinks in summer 2018? With so many manufacturers reformulating, should retailers be looking to increase shelf space for low and no-sugar options? How important is health as an influence on soft drinks shoppers? Conversely, what can retailers do to make the most of premium soft drink lines?

With new price points coming in as a result of the Sugar Tax, how important are PMPs to the category?

What is the effect of hot weather on bottled water sales?

To bottled water brands and providers, do you have special plans in hand for summer production? Is there a case for retailers giving more space to bottled water in the summer months?

Is summer a good time for juice and juice drink sales? Do juice providers have special summer activity planned?

Is summer a good time for adult soft drinks, how are sales affected? Do you have special summer marketing plans for your adult soft drinks ranges?

We are keen to hear about all aspects of soft drinks brands and suppliers proposed summer marketing activity including advertising, in-store activity and POS materials, special lines, packs, limited editions and seasonal lines.