

Scottish Grocer feature synopsis

May 2018 edition

Cider feature

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

Deadline for editorial submission **Monday March 26th, 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*

Cider makers are no strangers to a bit more duty than they might think is fair, but over the last year the category has come under the health lobby spotlight even more than usual. Minimum unit pricing has almost quadrupled the price of some brands in Scottish stores and Chancellor Philip Hammond also has so-called 'strong white cider' in his scopes. In this context, we'd like to hear from cider makers on what they see as key to the categories success going forward as well as asking how they believe industry and retailers can effectively navigate the regulations and duties laid down by government. We'd welcome your views on the following:

- **How would you assess the health of the cider category at the moment? Where are the areas of growth in terms of style and format? What's driving this growth?**
- **It may be early doors at the moment but what impact do you think minimum unit pricing might have on cider sales in Scotland? Tobacco manufacturers have long bemoaned the ever-increasing duties on cigarettes as key to growth in the counterfeit and non-duty paid market. Should Scottish retailers now be concerned about similar trends in the cider category?**
- **How has the continuing success of craft beer shaped or influenced NPD and innovation in the cider category? What scope is there for c-store retailers to compete with bottle shops with a premium range?**
- **From small-batch gin to craft beer, product knowledge across alcohol categories seems to be growing among many Scottish consumers. How important do you think good staff knowledge is to cider sales? What are**

they key things you reckon retailers should know about the cider they sell and do you offer any support in this regard?

• The warmer weather is coming up and while Scottish licensing law has no shortage of regulations around the display of alcohol, could you offer any merchandising advice for retailers looking to make hay while the sun shines?