

Scottish Grocer feature synopsis

May 2018 edition

Soft drinks 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*

Summer isn't determined by the school holidays and more than one manufacturer has previously told Scottish Grocer sales start to rise in May. So as we enter the first ever spring under the new sugary-levy, we'd like to hear how soft drinks producers reckon this season is going to go? Will this year be any different than years gone by, or is the opportunity still as big as ever for retailers with the right ideas. We'd welcome your views on the following:

- **How is the soft drinks category performing at present? Is there any evidence to suggest that reformulated brands (of which there are many) have taken a sales-hit since dropping the sugar content? Has there been any movement between sub-categories that retailers should be aware of?**
- **Sugary soft drinks have been a major focus for politicians and health groups over the last couple of years. With consumers being encouraged to reduce their consumption of 'full-sugar' drinks, how can retailers build a healthier alternative range that still excites?**
- **Food to go has been booming in Scottish c-stores as more and more retailers get in on the act. The bottle of soft is a meal-deal staple but are there other ways in which savvy retailers could shore up soft drink sales in addition to accompanying crisps and a pack of sandwiches. Have you seen any evidence that placement in store or deals around hot food have led to soft drink success?**
- **With trends evolving and NPD appearing, how often should retailers be rationalising their soft drinks range? What should the key considerations be when delisting a SKU or trying out a new line?**

• Plastic bottles have grabbing headlines nationally and internationally with environmental groups and many consumers concerned about the impact disposable non-biodegradable drinks containers are having on the oceans. What steps have soft drinks firms taken to do their bit for planet Earth as well as assuaging the concerns of consumers?