

Scottish Grocer feature synopsis

June 2018 edition

Summer drinks feature

Editorial contact for this feature is

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Deadline for editorial submission **Monday April 30th, 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*

Our annual summer soft drinks feature covers both alcohol and soft drinks. This year has already been pretty major for both categories in Scotland, with the long-awaited implementation of minimum pricing more or less coinciding with the UK-wide sugar levy on soft drinks. In this feature we'll take a look at the status of both categories in this new retailing landscape and we'll ask producers to weigh in with some category advice to help stores make the most of the opportunity summer provides. We'd welcome your views on the following:

Alcohol:

- **How is alcohol performing in the off-trade at present? What alcohol categories are showing the strongest growth and why do you think that may be? What kind of products are performing well in c-stores (premium, local, small-batch, big brand)? What are the key trends for 2018?**
- **How have low and no alcohol options been performing in Scottish c-stores? In your view, is there much scope for expansion in this area? What can retailers do to improve sales of low and no alcohol products?**
- **With due deference to Scottish licensing law, what steps can retailers take to make sure their alcohol offer is both eye catching and easy to navigate?**
- **What are the key summer occasions that retailers should be aware of in 2018? How can retailers ensure they're making the most of these opportunities?**
- **What product innovation are you most excited about for summer 2018?**

Soft drinks:

- **How are soft drinks performing in Scotland at the moment? Where are the key areas of growth in soft drinks?**
- **What impact, if any, do you reckon the sugar levy will have on soft drinks sales this summer? Should retailers expect to see a decline in sales or a potential shift in spending habits within the category?**
- **It might be Scotland, but summer BBQs are still popular whenever the sun peaks its head out. What steps should retailers take to ensure soft drinks fly out the door when the sun is shining?**
- **What opportunities exist within soft drinks to generate link sales/boost basket spend. How can retailers effectively use cross category promotions to boost their soft drink sales?**
- **Should retailers alter their planograms for warmer weather? What changes would you suggest (if any) in terms of take home and instant consumption?**
- **What product innovation within soft drinks are you most excited about for summer 2018?**