

Scottish Grocer feature synopsis

July 2018 edition

Functional and energy feature

Editorial contact for this feature is

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Deadline for editorial submission **Tuesday May 29, 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*

Functional and energy drinks have been performing well in c-stores, but the implementation of the soft drinks levy has shifted the landscape somewhat. In this feature we'll assess how functional and energy drinks are performing in c-stores and we will ask what retailers can do to maintain sales under the new sugar taxation regime. We would welcome your views on the following where appropriate:

- **How would you assess the performance of functional and energy in Scottish c-stores at present? Where are the areas of growth? How have changing consumer purchasing habits impacted the category?**
- **What impact has the sugar tax had on the functional and energy market? How should retailers adapt their offer – if at all – to maintain revenue from the category in the face of higher pricing among several popular lines?**
- **Impulse is at the heart of good convenience retailing, but can retailers generate sales from take-home formats of functional and energy drinks? What advice could you offer retailers looking to improve their take home offer?**
- **What functional and energy pack sizes/formats perform well in c-stores? Why do you think this is the case? How important is the price mark to the success of butter and spreads?**
- **How can retailers use their functional and energy range to boost average basket spend in store? What capacity does the category have for generating link sales? Could you offer any suggestions for retailers looking to link functional and energy drinks with other categories? (meal deal? breakfast offer? etc.)**