

# Scottish Grocer feature synopsis

July 2018 edition

## Nicotine feature

Editorial contact for this feature is

**Matthew Lynas** [matthew.lynas@peeblesmedia.com](mailto:matthew.lynas@peeblesmedia.com) 0141 567 6074

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*

**Tobacco can be a tough one for retailers in regulation terms, with so much to keep on top of. But, government intervention or not the category is still key to convenience even if retailers are increasingly restricted in what they can do. In this feature we'll look at how nicotine has evolved in c-stores and ask suppliers to suggest some best practices for retailers. We would welcome your views on the following where appropriate:**

- **In your view, how have cigarettes been performing in Scotland since the implementation of EU TPD2 last year? Have minimum pack sizes had any effect on the structure of the market? (budget/value? premium?)**
- **What are the advantages to sticking with RRP when selling tobacco, particularly if competitor stores are offering the same packs at a lower price?**
- **Have you seen/produced any exciting NPD over the last 12 months? If so, how has that NPD performed? What kinds of consumer are engaging with tobacco NPD? How can retailers best communicate NPD to their customers in the current regulatory environment?**
- **How has RYO been performing over the last 12 months? How have category sales been affected by the implementation of EU TPD2? How have firms responded (boxes vs. traditional packs? included accessories? etc.)**
- **Since tobacco gantries went dark retailers have been exploring various options for storing cigarettes in store. What solutions do you think work best and what are the advantages and disadvantages to abandoning the traditional covered gantry behind the till?**

**• How has e-cigarette growth developed over the last 12 months, what sections of the category (kit, liquids etc.) provide the best opportunities for independent retailers and why?**