

Scottish Grocer feature synopsis

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Premium soft drinks feature

Editorial contact for this feature is

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Deadline for editorial submission **Tuesday June 26, 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*

Demand for premium is being felt across pretty much every category with consumers increasingly conscious of the quality and provenance of the products in their shopping basket. In this feature we'll look at how Scottish c-stores can make the most of the expanding premium soft drinks category. We would welcome your views on the following where appropriate:

- **How are premium soft drinks performing in Scottish independents at present? What kinds of soft drinks are selling well and are there any areas of growth that retailers should be aware of?**
- **The soft drinks category has seen a lot of reformulation in recent years with many major brands lowering the sugar content across their range. How have more premium soft drinks brands responded to the increasing demand for low and no sugar soft drinks? And is there also scope for premium, full sugar soft drinks to generate treat sales?**
- **For many c-stores, soft drinks sales are all about instant consumption, but is there scope for retailers to grow their take-home revenues? How are take-home premium soft drink formats performing and how can retailers position these packs in store to make the most of the opportunity?**
- **In your view, What is the most effective way to merchandise premium soft drinks in the chiller? Should retailers block premium lines together or should these lines be blocked by brand or by category? What affect can shifting from a single to a double facing have on sales of premium soft drinks?**

- **Core soft drinks often fly when retailers secure some price-marked stock. What role do PMPs have in the premium soft drinks category?**
- **How can retailers use their premium soft drinks to generate link sales and lift basket spend? Is there scope for retailers to upsell premium soft drinks as part of a more premium bundle (lunchtime meal deal, post-work refreshment, etc.)?**