

# Scottish Grocer feature synopsis

August 2018 edition

## Scottish food and drink fortnight 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*

**Scotland's larder comes in for serious praise from chefs, tourists and locals alike so it's right that the nation's produce should be celebrated through a nationwide event like Scottish Food & Drink Fortnight. This year's event runs from Sunday 1 September to Sunday 16 September. Before then, we'll look at how retailers can adapt their offer to take advantage of renewed focus on all things Scottish as well as ask what the benefits of a beefed up local range are to a c-store. We would welcome your views on the following where appropriate:**

- **How can retailers effectively use events like Scottish Food & Drink Fortnight to promote their range of local produce? What are some effective ways of drawing attention to the provenance of products?**
- **In your view, how important is it for independent retailers to stock local products? What is the consumer perception of Scottish produce in terms of quality? What affect can stocking such products have on the overall perception of a store?**
- **What steps can retailers take to effectively market their Scottish products? How can retailers effectively use social media to promote any Scottish Food and Drink Fortnight offers? Do traditional leaflet drops still have a place? Should retailers consider a Scottish themed event to generate a bit of interest?**
- **How should retailers merchandise Scottish products in store? Is it worth blocking local products together or should they be blocked with their category? In your view, would it be worth multi-siting local produce in a c-store environment?**
- **Is there any Scottish NPD you'd like to shout about?**