

Scottish Grocer feature synopsis

July 2018 edition

Spirits and premium mixers feature

Editorial contact for this feature is

Matthew Lynas 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*

Premium spirits have been going from strength to strength in Scottish stores, and the mixer market has responded with an abundance of NPD that's well positioned to accompany a host of gins, whiskies, vodkas and rums. In this feature we'll ask how c-store retailers can make the most of current trends. We would welcome your views on the following where appropriate:

Spirits

- **How would you assess the performance of spirits and premium mixers in Scottish c-stores at present? Where are the areas of growth? How have changing consumer purchasing habits affected the category?**
- **Gin continues to succeed in Scotland, but is the bubble set to burst or can c-store retailers expect to enjoy more success from the category? With so many gins to choose from, how can retailers make sense of the category when deciding what to stock? What ranging advice can you offer retailers to ensure all bases are covered without confusing the consumer?**
- **As the national drink, whisky will always have a place in the Scottish consumer's heart, but what can c-store retailers do to make the most of the category's home advantage? What kinds of whiskies work well in c-stores? How should whisky be displayed in store?**
- **In your view, how has the implementation of minimum pricing affected the spirits category in Scottish stores? While most major brands sit well above the MUP floor, should retailers expect to see changing prices across the spirit spectrum as the market adjusts to the new pricing regime? Could c-stores use MUP to their advantage?**

Mixers

- **How have the improving fortunes of premium spirits affected the mixer category?**
- **How important is overall experience of a mixed drink to sales of premium mixers and spirits? What steps can retailers take to really sell this premium experience to customers?**
- **How has the introduction of the sugar tax affected the mixer market? What lower sugar options exist at present and is there much demand for lower calorie premium mixers from consumers?**