

Scottish Grocer feature synopsis

August 2018 edition

Vodka and gin 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*

Whisky may be the national drink but white spirits are where it seems to be at in Scottish stores at the moment with gin continuing to boom and vodka refusing to budge from its position as the go to for thousands of consumers. In this feature we'll look at how the vodka and gin market has changed and ask if Scotland's independent stores could do more to take advantage of the continued interest in all things craft spirit. We would welcome your views on the following where appropriate:

- **How would you assess the performance of gin and vodka in Scottish c-stores at present? Where are the areas of growth? How are the c-stores performing in relation to the supermarkets? Are there areas of underperformance that c-stores should look to rectify?**
- **In the on-trade, premiumisation has been the name of the game in spirits for over half a decade now, yet there are still c-stores lacking a premium option in gin or vodka? What advice could you offer retailers who may be reluctant to stock a gin or vodka at a higher price point? What affect can stocking premium spirits have on customer perception of a store?**
- **How has the introduction of minimum unit pricing affected the vodka and gin category in Scotland? With the price of value spirits increasing, does this create an opportunity for c-stores to grow sales of brand name products?**
- **What pack sizes are performing well in c-stores at present? Why might be the case?**
- **There's no shortage of things to learn when it comes to craft spirits. How can retailers stocking more premium gins and vodkas ensure all**

staff are up to speed on the products they are selling? Can suppliers/producers offer any support in this regard?

• Without falling foul of licensing regulations, what steps can retailers take to drive incremental sales through vodka and gin (mixers/garnish etc.)?

• Are there any innovations or is there any NPD in gin or vodka that you think Scottish retailers should be aware of?