

Scottish Grocer feature synopsis

September 2018 edition

Beer and lager feature

Editorial contact for this feature is

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Deadline for editorial submission **27 July, 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*

Beer continues to boom as Scottish consumers lap up traditional lager brands and their crafty cousins. In this feature we'll look at how beer and lager is performing in Scottish independents and ask what steps retailers can take to extract even more from the category. We would welcome your views on the following:

- **How would you assess the performance of beer and lager in Scottish stores at present? What is driving sales in the beer category and are there any areas of growth that retailers should pay particular attention to?**
- **How has the implementation of minimum unit pricing affected the beer category so far? With supermarkets now unable to price beer and lager so competitively, should convenience retailers view the implementation of MUP as an opportunity in their store? How might a price floor on beer and lager impact the performance of brands at higher price points?**
- **Craft beer has been big news for a while and the latest development seems to be the rise and rise of craft cans. In your view, are craft cans selling well in Scottish independents? What formats/pack sizes are performing well? Why might this be the case?**
- **How important is it to have a strong beer display? Without falling foul of Scottish licensing rules, what advice would you give to retailers who wish to create a beer display that's capable of catching eyes?**
- **There's never been more to learn when it comes to product knowledge in the beer category. In your view, what are the essentials for retailers who want to engage with their customers effectively and what kind of support is out there?**