

Scottish Grocer feature synopsis

October 2018 edition

Christmas Gifting feature

Editorial contact for this feature is

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Deadline for editorial submission **Friday, August 31st 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 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*

Christmas isn't all that far away, and c-store retailers will be looking to new products and gift ranges to increase consumer spend over the festive season. In this feature we'll discuss Christmas gift products in categories like wines and spirits, confectionery, and premium food and drink, and how producers think the category will perform this year. We would welcome your views on the following where appropriate:

- **What categories do you expect to perform well on Christmas gifting occasions this year? Where should independent retailers expect to see a Christmas uplift in their store this year and why?**
- **What plans does your brand/firm have for Christmas 2018? How important is it for retailers to get behind seasonal/limited edition releases over the festive season? What do these lines add to a store's offer?**
- **When should retailers start displaying Christmas gifting products in-store? How much space do you think a c-store can justifiably dedicate to Christmas gifting?**
- **How can retailers use the Christmas gifting occasion to generate link sales? What categories work well together over the festive season and how can retailers work to make the most of this in store?**
- **What can retailers do to merchandise Christmas gifting well, and make sure that it is eye catching to shoppers? Do you have any POS/display materials to help with this? What are some simple steps that can help generate in store theatre?**