

Scottish Grocer feature synopsis

November 2018 edition

Christmas drinks feature

Editorial contact for this feature is

Alex Burns alex.burns@peeblesmedia.com 0141 567 6032

Deadline for editorial submission **Friday, 28th September 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*

The Christmas season seems to encourage consumers to pick up items that they wouldn't usually as party season and tradition bring drinks to the forefront of many celebrations. In this feature, we will look at how convenience retailers can make the most of this when it comes to Christmas drinks. We would welcome your views on the following:

- **What new product developments are you anticipating in Christmas drinks? Do you have any NPD you want our readers to know about?**
- **With minimum pricing removing putting independents on a somewhat level playing field with the multiples, would you expect Christmas 2018 to provide a particularly strong opportunity for Scottish retailers? How might independents make the most of this opportunity?**
- **While there has been growth for premium brands in independent stores, this growth still sits behind the overall market. What are the advantages to growing premium sales for independents (margin opportunity?) and how can retailers improve their fortunes in this area?**
- **How important is festive packaging to encouraging impulse drinks sales around Christmas?**
- **Do you notice that any particular products sell better at Christmas than the rest of the year? Should retailers stock up more of these products in November and December?**
- **How should retailers merchandise their Christmas drinks offering to maximise sales?**