

# Scottish Grocer feature synopsis

November 2018 edition

## Stocking up for Christmas feature

Editorial contact for this feature is

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Deadline for editorial submission **Friday 28<sup>th</sup> 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*

**As occasions go they don't come much bigger than Christmas with festive season providing plenty of opportunities to lift sales. In this feature we'll look at how independent retailers can get their range right to make the most of the sales opportunities Santa Claus, and his associated festivities, provides. We're looking for input across the board with everything from Christmas stuffings and gravies to snacks confectionery and fit products coming into their own in the run up to Christmas. We would welcome your views on the following:**

- **In your view, what are some of the key trends likely to be this Christmas? What kind of products do you think will be a hit during the festive season? Are there any categories that come into their own that you reckon retailers should increase their focus on?**
- **How should retailers merchandise Christmas stock in store? How much space should retailers set aside for Christmas stock?**
- **What steps can retailers take to ensure they are not left with an overflow of festive stock at the end of the season? How can store owners ensure they're Christmas range is tailored to what consumers want from independent convenience during the festive period?**
- **Do you have any festive NPD to share with retailers?**
- **Shopping habits can change over the festive period as many consumers dedicate hours to Christmas shopping. What can retailers do to ensure they have availability to meet demand and ensure customer service and presentation standards remain high?**

**• Are there any shopper missions that appear over the Christmas period that retailers should be aware of? How can stores capitalise on these?**