

Scottish Grocer feature synopsis

December 2018 edition

Annual Scottish Brands Review feature

Editorial contact for this feature is

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Deadline for editorial submission **Friday 26th October 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*

Our annual Scottish Brands special

December is a month of celebration, so it makes sense that for the last issue of 2018, Scottish Grocer will take a look at the year's top Scottish brands. This year, we'll look at the key food and drink brands in grocery and convenience as well as the top Scottish alcohol brands in the take-home market, giving retailers a guide to the most powerful SKUs on shelf and offering the brands a chance to shout about the great work they've carried out over the last 12 months.

Scottish brands are those brands and products originating in and produced in Scotland and sold in Scotland's food and drink retailers (of course, some of those brands may also carry out production beyond Scotland) plus brands of significant Scottish heritage with a prominent presence in the Scottish market and brands developed especially for the Scottish market.

The SG Scottish Brands special includes

- Exclusive – Top 50 Scottish food and drinks brands in Scotland (excluding alcohol)
In association with Kantar Worldpanel
- Exclusive – Top 25 Scottish alcohol brands in Scotland
In association with Kantar Worldpanel
- Scottish brands and produce – news, views and developments

We'll be contacting brands this year's top Scottish brands as soon as we have the table for 2018 finalised.

From representatives of those brands, we're keen to hear what you've been up to over the last 12 months and why you believe your offer resonates with Scottish consumers as well as any plans for the future and your thoughts on how retailers can make the most of your brand's popularity.

We would also be happy to conduct phone interviews with relevant persons in brand-owning companies. We'll start working on our December issue from Monday 29th October, so any time that week would be ideal.