

# Scottish Grocer feature synopsis

December 2018 edition

## Christmas and New Year drinks feature

Editorial contact for this feature is

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Deadline for editorial submission **Friday 26 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*

**Christmas is fast approaching and for our December issue we will be covering beers, wine, spirits and soft drinks for the festive season. We're keen to have market insight on the seasonal beer, wine and spirits (BWS), and soft drinks markets as well as advice for c-store retailers in Scotland on how to make the most of the seasonal opportunity in their store. We would welcome your views on the following:**

**Do you have any seasonal/limited-edition drinks products for the holiday season? How can c-store retailers make the most of these ranges?**

**Is there a particular appetite for premium lines in BWS and soft drinks over Christmas and New Year?**

**In terms of BWS, do you think minimum pricing could provide an extra opportunity for c-stores? Does having a higher price floor make premium products more attractive? How can independents take advantage of the inability for supermarkets to undercut on price this Christmas?**

**Do you have any plans for alcohol-free or low-alcohol products over the Christmas season?**

**Adult soft drinks often perform well over the Christmas period. Which types of adult soft drink tend to do best? How can retailers promote and merchandise these ranges to set them apart from ordinary soft drinks?**