

Scottish Grocer feature synopsis

December 2018 edition

Christmas top-up 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*

This summer's good weather saw convenience sales perform strongly as consumers favoured more frequent top-up visits to local shops, rather than a larger shop in a supermarket. In this feature we will be looking at the scope for c-stores to benefit from top up shopping missions over Christmas, including on the major holiday days when many larger outlets will be closed. We would welcome your views on the following:

- **What makes your products key top-up items for c-stores through the festive period? This might include daily essentials, homecare products, over the counter remedies, batteries, or items for Christmas itself.**
- **What key packs and sizes suit c-stores looking to serve top-up customers?**
- **What merchandising advice do you have for retailers in terms of attracting top-up shoppers?**
- **Do you have any promotional activity planned to highlight that your products are suitable for top-up shopping?**
- **How can retailers ensure they're able to make the most of the increase in impromptu celebrations that comes with the Christmas festivities?**