

Scottish Grocer feature synopsis

January 2019 edition

New Year New Fascia feature

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

Deadline for editorial submission **Monday November 26th, 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*

Scottish Grocer's annual January New Year, New Fascia feature combines our overview of the current fascia and symbol store scene with advertorial pages provided by symbol and franchise store companies explaining their offer to those retailers who may be considering moving to symbol or franchise operation or may be investigating the different options provided by the various groups.

For the editorial section of January's Fascia feature we're keen to hear fascia providers' views on the current symbol and franchise scene. There have been some big changes in the composition of the market over the last 12 months and now feels like an ideal time to take stock of just what each symbol can offer for retailers.

- **On your own symbol operation, we're keen to hear your views on what makes your symbol a good choice for currently non-affiliated operators or for store owners who are comparing the offers, services and strengths of the various symbol groups?**
- **What do you offer in terms of range, chilled food service, delivery, promotional packages, merchandising advice etc?**
- **How have you improved your offer over the last 12 months, and are there any additional benefits/product lines/services retailers can expect to see in the months ahead**
- **What is required of the retailer who signs up to your package?**
- **If your buying group/wholesaler has just completed a merger/entered a new supply agreement, now is your chance to shout about your improved offer. What improvements will the recent changes to your business bring for retailers?**
- **What are your various symbol formats and fascia, who should consider each of the formats? Do you offer a symbol or franchise solution for small stores? Do you have a premium or elite version of your symbol offer?**
- **Do you have, or are you developing, trialling or considering a franchise option?**