

Scottish Grocer feature synopsis

January 2019 edition

Whisky and Burns night feature

Editorial contact for this feature is

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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 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 January 25th marks the 260th anniversary of the birth of Robert Burns, giving shoppers plenty of excuses to pour out a wee dram and tuck into some traditional Scottish fare — if such an excuse was ever needed. In this feature we'll look at how c-store retailers can build a Scottish range worth shouting about and ask producers for their thoughts on how retailers can extract as much value as possible from Scotland's enviable range of local produce.

- **With celebrations taking place all over the globe, Burns Night provides retailers with a special opportunity to capitalise on a wealth of quality Scottish produce. How would you assess the opportunity Burns Night provides and what advice can you offer a retailer who may wish to introduce a seasonal display for the occasion?**
- **Whisky can be a bit of an intimidating category for the uninitiated. What advice can you offer retailers who may hope to shift a few extra bottles around Burns Night, but who don't necessarily know their Sherry Casks from their American Oak?**
- **On the food side of things, how can retailers use Burns Night to generate link sales? How can retailers ensure their customers can snap up everything on their Burns Night list in store, and potentially more?**
- **How would you assess the performance of Scottish produce in convenience stores more generally. With the supermarkets and discounters increasingly stocking Scottish produce, would it be fair to say convenience retailers may need to step up their game in this area? What are the advantages to stocking local brands?**
- **Do you have any NPD you would like to shout about? What's been performing well for you over the last 12 months and do you have anything on the horizon retailers should be aware of?**