

# SCOTTISH GROCER FEATURE SYNOPSIS

**FEBRUARY 2019 EDITION**

## **BEER AND CIDER FEATURE**

Editorial contact for this feature is

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Deadline for editorial submission **Monday January 7th, 2019**

- *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*

The impact of minimum pricing isn't yet clear, but 2018 has proved to be one full of challenges for alcohol retailers in Scotland. In this feature we'll look at how retailers can adapt their beer and cider offer to changing consumer demand as we move into 2019. We'd welcome comments on the following:

- What impact have you seen on the beer and cider market in Scotland following the introduction of Minimum Unit Pricing?
- How would you assess the performance of beer and cider in Scottish stores at present? Where are the areas of growth that retailers should pay particular attention to?
- The rise of craft beers is undisputable, with consumers increasingly buying from independent brewers alongside big brands. How should retailers prioritise their beer and cider range? Should they continue to focus on big brands or give more space to newer craft beers?
- Lower and no-alcohol beer was a big trend in the market during 2018. How do you see this category performing in 2019? How should retailers merchandise a low and no alcohol range?
- Without falling foul of Scottish licensing rules, what advice would you give to retailers when it comes to merchandising beer and cider?

- Do you have any NPD you want retailers to know about?