

SCOTTISH GROCER FEATURE SYNOPSIS

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MINTS AND GUMS 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*

Mints and gums have long been an impulse staple, but the category is continually evolving with new pack sizes and formats. In this feature, we will look at how retailers can expand their offer to make the most of category evolution. We would welcome comments on the following:

- How has the mints and gums category performed in the last 12 months? What key trends have you seen emerging in the category?
- How important is it to stock a variety of pack sizes? Which packs and formats prove most popular with consumers?
- How should retailers merchandise their mints and gums in store? What are the benefits to displaying mints and gums at locations other than the till point? What packs perform best away from the till?
- Can mints and gums tap into the trend for health and wellness? If so, how? What are the oral care benefits of mints and gums and how can retailers promote these to customers?
- How can retailers use their mints and gums range to generate link sales?
- Is there any NPD you want retailers to know about?

