

SCOTTISH GROCER FEATURE SYNOPSIS

FEBRUARY 2019 EDITION

SPIRITS AND PREMIUM MIXERS 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*

Premiumisation was the big story of the off-trade in 2018, with consumers increasingly looking for high-end mixers to pair with their spirits. In this feature, we will look at what trends retailers should be aware of for the coming year to ensure they stay on top of this valuable category. We would welcome comments on the following:

- In your opinion, how have premium mixers and spirits been performing in the market? What are the trends in this category?
- Minimum unit pricing came into force in Scotland in May 2018. What is your initial assessment of the impact that minimum pricing has had on the spirits market?
- Consumers are increasingly health-conscious, and may be turning to a spirits and mixers rather than high-calorie wine and beer. Have you noticed an uptake in sales of low calorie mixers?
- Other than the well-known combinations like gin and tonic or rum and cola, are there any spirit/mixer pairings that retailers should be aware of?
- Reports suggest that younger people are increasingly turning away from alcohol. Have you seen any fall in the numbers of young people drinking alcohol? How can retailers encourage younger generations (of a legal drinking age) into the category?

- How should retailers merchandise their spirits and mixer range without leaving their spirits vulnerable to theft?