

SCOTTISH GROCER FEATURE SYNOPSIS

MARCH 2019 EDITION

SUMMER SOFT DRINKS FEATURE

Editorial contact for this feature is

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

Deadline for editorial submission **Monday January 28th, 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*

We have almost reached the one-year anniversary of the sugar tax. Initial figures show that sales in soft drinks remain strong, but the long term impact is still to be felt. In this feature we will look at how the soft drinks category is evolving and what retailers should do to stay on top of the changes. We would welcome comments on the following:

- Last year's hot summer was beneficial for sales of soft drinks. How do you expect the market to perform this year? How weather-dependent are soft drinks sales? How can Scottish retailers ensure their summer soft drinks sales stay strong even if the sun refuses to shine?
- In your view, how has the soft drinks industry levy affected the soft drinks category since implementation? Should retailers be looking to increase shelf space for low and no-sugar options? How important are health considerations to soft drinks shoppers?
- How are premium soft drinks performing in convenience stores? Has this sub category benefited from growth in premium spirits? If a retailer is limited on space what premium lines would you say were must-stocks?
- Is there any NPD you want retailers to know about?
- Do you have any special activity planned for summer?