

# SCOTTISH GROCER FEATURE SYNOPSIS

APRIL 2019 EDITION

## BEST OF SCOTTISH FOOD AND DRINK

Editorial contact for this feature is

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Deadline for editorial submission **Monday, 4<sup>th</sup> March 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*

Scotland's national larder is the envy of many a nation, from salmon and oatcakes to single malt whisky, there are plenty of ingredients worth shouting about. In this feature Scottish Grocer will champion the best food and drink Scotland has to offer and ask how convenience retailers can improve their local offer. We would welcome comments on the following:

- Brand Scotland is now big business with even the discounters making sure to include Saltires on packs from the chiller to the drinks aisles. In your view, how are Scottish brands performing in c-stores at present? How do Scottish c-stores compare to other retailers in this regard? How big is the Scottish food and drink opportunity?
- How have you improved your range over the last year? Do you have any NPD in the pipeline? Media campaigns? What steps have you taken to make your brand resonate with consumers in 2019?
- How important is provenance to Scottish shoppers? What are the advantages to stocking locally sourced goods? Is there demand in convenience for more premium local products?
- What can retailers do to flag the provenance/heritage of Scottish brands in their store? How can retailers effectively use secondary sightings, FSDUs, gondola ends etc. to drive customers towards Scottish products?