

SCOTTISH GROCER FEATURE SYNOPSIS

APRIL 2019 EDITION

FUNCTIONAL AND ENERGY

Editorial contact for this feature is

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Deadline for editorial submission **Monday, 4th 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*

Functional and energy drinks are big business for the convenience channel and the category hasn't stood still, with plenty of NPD to keep track of. In this feature we'll look at the current trends in functional and energy and how c-stores can up their game to improve category performance in store. We would welcome comments on the following:

- How would you assess the performance of functional and energy in Scottish stores at present? Where are the areas of growth and what can retailers do to make the most of current category trends?
- What are the demographics of the functional and energy category? Who is the sugar free shopper? What age group is attracted to drinks with added vitamins/high protein content?
- How strong is take-home energy/functional in convenience? What approach should retailers with limited square footage take to ensure they make the most of this segment?
- Do you have any NPD or campaigns you would like to shout about?
- Age restrictions on the sale of energy drinks look increasingly likely to come into force in Scotland. What is your brand's position on consumption of energy drinks among the under 16s/18s. How much engagement have you had with government on this issue?