

# SCOTTISH GROCER FEATURE SYNOPSIS

APRIL 2019 EDITION

## WINE

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*

It's hard to think of a category with more diversity than wine, which provides both challenges and opportunities. In this feature we'll take a look at how convenience retailers can get wine right in their store. We would welcome comments on the following:

- How is wine performing in convenience at the moment? What are the key trends retailers should be aware of and how can they best tap into these? What are the key grape varieties all c-stores should ensure they stock?
- What are shoppers looking for from a convenience wine offer? how important is brand to shoppers in convenience?
- How can retailers demystify what can be a confusing category for consumer? What advice can you offer in terms of merchandising/staff interaction or any other tips that will help shoppers have an easy time at the wine fixture in convenience?
- What resources can you offer retailers who may not know their Chardonnays from their Pinot Noirs?
- Beyond the standard bottle size, have any other pack formats been proving popular in convenience? Why is this the case and how can retailers tap into this?
- Do you have any NPD you would like to shout about?