

SCOTTISH GROCER FEATURE SYNOPSIS

MAY 2019 EDITION

CIDER FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Friday 5th April, 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*

May 1st will mark one year since minimum pricing was introduced in Scotland, with the full impact of the policy not yet clear. High-strength cider was one of the categories hit hardest by price rises, but the cider category is broad: and in this feature we will look at opportunities in the category moving forward. We would welcome comments on the following:

- In your view, what has been the initial impact of minimum unit pricing on cider sales in Scotland? Is it the type of impact you expected?
- Is provenance becoming more important to cider consumers? How can retailers promote the backstory of products to their customers?
- Craft beer and gins are growing astronomically, with more and more small suppliers popping up. Is premium, small batch cider an industry also on the up? What advice would you give retailers thinking of branching out and adding more premium ciders?
- What about low or no alcohol cider? Is that an area that is becoming more popular with consumers?
- With summer on the way, how can retailers merchandise their cider offer to capitalise on the warmer weather- bearing in mind Scottish licensing laws?
- Do you have any NPD you want retailers to know about?

