

# SCOTTISH GROCER FEATURE SYNOPSIS

MAY 2019 EDITION

## SOFT DRINKS FEATURE

Editorial contact for this feature is

**Alex Burns** [alex.burns@peeblesmedia.com](mailto:alex.burns@peeblesmedia.com) 0141 567 6032

Deadline for editorial submission **Friday, April 5th, 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 can often offer surprisingly warm weather, making it the perfect environment to boost soft drink sales. In this feature we will look at how retailers can ensure their soft drinks range makes the most of current category trends. We would welcome comments on the following:

- In your view, how has the sugar tax impacted on sales in soft drinks? Is there any evidence to suggest that reformulated brands have taken a sales hit since dropping the sugar content?
- If retailers want to stock healthier soft drinks, how can they ensure that they can compete with much-loved brands? Is it better to merchandise all the lower-sugar options together?
- Scottish Grocer has spent a lot of time covering food to go, and how valuable it can be for retailers. If a retailer offers food to go, how can they link up soft drinks with their range? Are meal deals a viable option? Where should soft drinks be placed in store in relation to food to go?
- Do you have any NPD you want retailers to know about? When it comes to soft drinks, how often should retailers be refreshing their range and trying out new SKUs?
- Do you have any NOD for summer 2019 you would like to shout about?