

# SCOTTISH GROCER FEATURE SYNOPSIS

**JULY 2019 EDITION**

## FUNCTIONAL AND ENERGY

Editorial contact for this feature is

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Deadline for editorial submission **Tuesday, May 28th, 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 going from strength to strength in Scottish stores and the category seems to be buzzing with NPD and major marketing campaigns. In this feature we'll look at how Scottish stores can extract as much as possible from the category. We'd welcome your views on the following.

- How would you assess the performance of functional and energy in Scottish c-stores at present? Where are the areas of growth? How have changing consumer purchasing habits impacted the category?
- The Scottish Government has been considering introducing age restrictions on the sale of energy drinks for some time, with action on these products looking increasingly likely. What are your views on these proposals? If in favour, do you have a view on a suitable age limit? Why that age. If not supportive, why not?
- Since the sugar tax was introduced, there has been a wave of reformulation, yet some full sugar SKUs have also experienced value sales growth. What affect do you think the Soft Drinks Industry Levy has had on functional/energy drinks? How has your business reacted to the levy?
- What functional and energy pack sizes/formats perform well in c-stores? How important is the price mark to the success of butter and spreads?
- Do you have any NPD/campaigns to shout about?