

SCOTTISH GROCER FEATURE SYNOPSIS

JULY 2019 EDITION

SPIRITS AND PREMIUM MIXERS FEATURE

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*

Consumers are becoming more discerning when buying spirits, and the mixer market has had to keep up. In this feature we will look at the growing number of premium mixers available to consumers, as well as the spirits that pair with them. We would welcome comments on the following:

SPIRITS

- What kind of spirits do consumers tend to purchase during the summer months? How does this differ to the rest of the year?
- Gin has been the darling of the off trade in recent years. Has it now reached peak popularity, or can c-store retailers expect to enjoy more success from the category? With so many gins to choose from, how can retailers make sense of the category when deciding what to stock?
- What about innovation across other types of spirits? Will vodka manufacturers follow the lead of gin and experiment with flavoured spirits?
- Whisky remains synonymous with Scotland and retailers in tourist areas should be well-placed to make the most of the demand. But what kinds of whiskies work well in c-stores? How should they be displayed in store?
- More than a year since it was implemented, how has minimum pricing affected the spirits category in Scotland? Is this what was expected?

MIXERS

- How have premium mixers performed in Scotland in recent years? Has there been a premiumisation of the category?
- With health concerns ever-present, is there much demand for lower calorie premium mixers?
- Is there any NPD you want consumers to know about?