

SCOTTISH GROCER FEATURE SYNOPSIS

JUNE 2019 EDITION

SUMMER DRINKS FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday, 29th 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*

Our annual summer drinks feature covers both alcohol and soft drinks. One year after both minimum unit pricing and the 'sugar tax' came into force, we will be looking at how the category has changed and where it is headed in the future. We would welcome comments on the following:

ALCOHOL

- At present, how is alcohol performing in c-stores? What kind of products are performing well (premium, local, small-batch, big brand)?
- How has minimum pricing affected alcohol sales in Scotland?
- How important is the chiller when it comes to boost summer drinks sales? What alcohol products are best kept in the chiller? What advice can you offer in terms of merchandising and ranging in stores with limited chiller provisions in their off sales area?
- How have low and no alcohol products been performing in recent years? Is there further potential for the low and no category?
- Keeping Scottish licensing laws in mind, how can retailers merchandise their alcohol offer to attract last-minute purchases in summer drinks?
- Do you have any NPD you want retailers to know about?

SOFT DRINKS

- How has the sugar tax affected the soft drinks category?
- Are people seeking out low and no sugar soft drinks, or continuing to purchase as they did before?
- What steps should retailers take to ensure soft drinks fly out the door when the sun is shining?
- Should retailers alter their planograms for warmer weather? What changes would you suggest (if any) in terms of take home and instant consumption?
- Scottish summers (unfortunately) do not guarantee warm weather. What steps can retailers take to ensure their soft drinks sales remain high during the season, even when the weather is against them?
- Do you have any NPD that you want retailers to know about?