

# SCOTTISH GROCER FEATURE SYNOPSIS

AUGUST 2019 EDITION

## PREMIUM 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 June 28<sup>th</sup>, 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*

With the rising demand for gin came an inevitable demand for premium soft drinks to accompany them. But this premiumisation has impacted the category more widely, with those picking up a soft drink from their local c-store expecting an increasingly wider choice. We would welcome comments on the following:

- How has the soft drinks category changed in recent years? How do premium soft drinks perform in c-stores? What kinds of premium soft drink/brands performed best in convenience over the last 12 months?
- What kind of consumers look for premium soft drinks? How can c-stores appeal to these groups? What missions/occasions should retailers be aware of and what steps can they take to tap into these opportunities in store?
- If a retailer is limited on space, what are some of the core premium soft drinks that they should stock?
- Keeping in mind Scottish licensing laws, how can retailers link up sales between premium soft drinks and their spirits range?
- How should retailers merchandise their premium soft drinks?
- Is there any NPD you want retailers to know about?