

SCOTTISH GROCER FEATURE SYNOPSIS

AUGUST 2019 EDITION

SCOTTISH FOOD AND DRINK FORTNIGHT FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Friday, June 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 interested in where their food comes from. This gives Scottish c-stores a valuable opportunity to promote Scottish food and drink, capitalising on the variety and quality of our local produce. In this feature, we will focus on the Scottish Food and Drink fortnight, which runs from 31 August until 15 September, looking at how Scottish retailers can promote Scottish produce more effectively. We would welcome your views on the following:

- How is Scottish food and drink viewed by consumers? What makes Scottish produce excellent? How has local produce been performing in convenience as compared to other channels?
- How can c-store retailers improve the performance of local produce in their store? What kind of displays or merchandising should they use? Where should retailers position local products in store? How can retailers leverage local products to lift overall basket spend?
- How should retailers use social media to promote Scottish produce and encourage their customers to shop local?
- If a retailer is limited on space, what are some of the key Scottish products that they should stock?
- Is there any NPD you want retailers to know about?