

# SCOTTISH GROCER FEATURE SYNOPSIS

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## VODKA AND GIN 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*

Unless you have been living under a rock, you will be well aware of the stratospheric rise in gin's popularity over the last few years. With the demand for gin showing no sign of slowing, and vodka remaining hugely popular, c-store retailers would be wise to focus on the clear spirits market. With that in mind, we would welcome your views on the following:

- How popular are gin and vodka in the Scottish c-store market? How have these categories grown over the last 12 months and what are the key trends retailers should be aware of?
- Do you think gin has reached peak popularity or is there still room to grow? What are the growth areas in vodka?
- What advice/resources are there out there to help retailers build their knowledge and demystify gin and vodka for shoppers?
- There has been plenty of NPD in flavoured vodka and gins. What advice would you give a c-store retailer who wants to start stocking more flavoured spirits?
- How have consumer health concerns affected the vodka and gin category? Are health-conscious consumers more likely to pick up a spirit and mixer rather than higher calorie wine or beers?
- Is there any NPD you want retailers to know about?

