

SCOTTISH GROCER FEATURE SYNOPSIS

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BEER AND LAGER FEATURE

Editorial contact for this feature is

Alex Burns alex.burns@peeblesmedia.com 0141 567 6032

Deadline for editorial submission **Monday, July 29th, 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*

There has never been so much choice in the beer category. From craft beers to alcohol-free, there is a huge range of new products that are competing alongside established brands. In this feature, we will look at how Scottish retailers can do more to shine a light on their beer and lager offer and boost sales in the category. We would welcome your views on the following:

- How are beers and lagers performing in c-stores at the moment? What has changed in the market over the last year or so? What are the key trends retailers should be aware of?
- One year has now passed since minimum alcohol pricing was introduced in Scotland. How has this impacted beer sales in the off trade particularly in convenience? Have convenience retailers benefitted from the fact that supermarket pricing is now often on a par with them?
- While we often hear that consumers want to limit their alcohol intake, does that prove to be the case in practice? How has demand for low and no alcohol beers evolved in recent years?
- There are more and more craft brewers popping up across the country. How is the craft beer and lager category performing in Scotland? If a retailer is limited on space, how can they choose which (of many) craft beers to stock? What merchandising advice can you offer for retailers?
- Is there any NPD you want retailers to know about?