

SCOTTISH GROCER FEATURE SYNOPSIS

NOVEMBER 2019 EDITION

CHRISTMAS DRINKS FEATURE

Editorial contact for this feature is

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

Deadline for editorial submission **Monday September 23, 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 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*

What says 'Christmas' more than having a celebratory tippie? The festive season provides a prime opportunity for retailers to maximise sales through their alcohol offer. In this feature, we will look at the future of the category and would welcome comments on the following:

- How big is the Christmas drinks opportunity for convenience retailers?
- 'Premiumisation' has been a buzzword in the alcohol industry for some time now. But for retailers who might have been nervous to take the plunge into premium spirits, is Christmas the time to invest? Are shoppers more likely to upgrade their choices over the festive season?
- We all know about the rapid rise of gin, but how important will it be during Christmas 2019?
- Gin aside, are there any other trends in the off-trade that retailers should be aware of? Any other spirits that are predicted to make a splash for the 2019 festive season?
- If shoppers are picking up alcohol for a gift, how should retailers display their range? Are festive gift boxes or hampers a good way to create additional sales?
- Do you notice that any particular products sell better at Christmas than the rest of the year? Should retailers stock up more of these products in November and December?

- Do you have any NPD that you want retailers to know about?