

# SCOTTISH GROCER FEATURE SYNOPSIS

OCTOBER 2019 EDITION

## CHRISTMAS GIFTING FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday August 26<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 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*

When customers need a last-minute Christmas gift, they might turn to their local c-store. But rather than being an afterthought, some stores want to make themselves a destination for Christmas gifting: whether for spirits and wines, confectionery or premium food and drink. In this feature, we would welcome comments on the following:

- What seasonal releases do you have planned for Christmas 2019? How important is it for retailers to get behind limited edition releases over the festive season?
- When should retailers start displaying Christmas gifting products in-store? Should they introduce their range gradually as it grows closer to Christmas?
- How much space do you think a c-store can justifiably dedicate to Christmas gifting? How can stores that are limited on space add Christmas gifting into their existing set up?
- What are some simple steps that can help generate in store Christmas theatre? Do you have any POS/display materials to help with this?
- How can retailers use their Christmas gifting range to generate incremental sales. What categories work well together over the festive period?

- How can retailers use social media to promote their range of Christmas gifts?