

SCOTTISH GROCER FEATURE SYNOPSIS

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FUNCTIONAL AND ENERGY FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday August 26th, 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*

The energy drink category is only going one way - up. But as the category continues to grow, so does the number of brands and flavours for retailers to choose from. Increasingly health conscious consumers have also been good news for the burgeoning functional drinks category, spelling opportunity for stores. In this feature, we will look at how independent retailers can ensure that their range of functional and energy drinks drives footfall and increases profits. We would welcome comments on the following:

- How have the functional and energy drink categories performed in c-stores over the last year? What are the key category trends retailers should be aware of? How can they make the most of these trends?
- Are sugar-free energy drinks growing in popularity? Do you think that energy drink consumers are becoming more health conscious?
- What is your response to the proposed ban on selling energy drinks to under 16s? Is this a move that you would welcome?
- With so much to choose from, what approach should retailers take to rationalising and merchandising their functional and energy drinks range?
- How would you assess the performance of take-home energy in convenience? Are energy drink multipacks proving more popular? Should retailers consider stocking them as well as on the go formats?

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