

# SCOTTISH GROCER FEATURE SYNOPSIS

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## STOCKING UP FOR CHRISTMAS FEATURE

Editorial contact for this feature is

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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*

Convenience stores usually offer far more flexible opening hours than their larger competitors. This can make them an attractive option for consumers who are stocking up for Christmas, especially when it comes to last-minute essentials. In this feature, we will be looking for input from a range of brands: from Christmas gravy to tin foil to chocolates and alcohol. We would welcome comments on the following:

- Are there any categories that come into their own over the festive period which you reckon retailers should increase their focus on?
- Many c-stores are limited on space. How much room should they set aside for Christmas stock?
- Should Christmas products be merchandised in their own separate section, or in the rest of the store with other products?
- If a retailer does stock up on products that are intended for Christmas, how do they ensure they aren't left with a big surplus at the end of the festive season?
- During the busy Christmas period, what can retailers do to ensure that customer service and presentation standards remain high?
- Are there any shopper missions that appear over the Christmas period that retailers should be aware of? How can stores capitalise on these?

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