

SCOTTISH GROCER FEATURE SYNOPSIS

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WHOLESALE FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday, 23 September, 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*

Retailers rely on wholesalers to provide them with the stock they need. Availability, reliability and, of course, price, are all key considerations for convenience stores and that's before discussing the additional support on offer to symbol partners. In this feature we'll invite wholesalers to outline their offer for convenience stores and explain why retailers may wish to consider signing up to, or switching, symbol group. We would welcome comments on the following:

- What service can you offer in either or both delivered wholesale or cash & carry. In your view, how is this service different from the competition and what are the benefits to c-store retailers?
- What improvements have you made to your service in 2019? What improvements do you have in the pipeline?
- What's the ordering and delivery process for your c-store customers? How frequently can retailers expect deliveries and how convenient can you make the ordering process for them?
- What symbol packages do you currently offer? What kind of stores are these tailored to? What are the advantages to your symbol(s)?
- Where are you investing in your business for the future? What aspects of the business do you think will be vital to c-store retailers in the future and

what steps are you taking to make sure your business is fit for the years ahead?