

SCOTTISH GROCER FEATURE SYNOPSIS

OCTOBER 2019 EDITION

WINTER REMEDIES

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'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*

Game of Thrones may be over, but winter is most definitely still coming and with it, colds, flus and who knows what else. In this feature we'll look at how Scottish convenience retailers - who know a thing or two about the cold - can make sure they've got a winter remedies range that meets customer demand and delivers for their bottom line. We would welcome comments on the following:

- For retailers with limited space, what do you view as the 'must stocks' of winter remedies?
- What kind of shopper is picking up winter remedies in convenience? What are the various shopper missions and how can retailers ensure they're taking the right steps to maximise revenues from each mission?
- Have there been any developments in over the counter medicines that retailers should switch on to? What sort of products do shoppers now expect to see in store?
- What sort of pricing strategy should convenience retailers take when setting up their winter remedies range? Many c-store winter remedy shoppers may be on a distress mission, how might this influence the margin that retailers can command?
- How important is price-marking to winter remedies?
- Do you have any NPD you'd like to shout about?