

# SCOTTISH GROCER FEATURE SYNOPSIS

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## CHRISTMAS AND NEW YEAR DRINKS FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday, 21 October, 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*

Christmas is a time of celebration, and for many people that means buying in some of their favourite festive tipples. Convenience stores really come into their own during the Christmas period, so December marks the perfect time for them to stock up on drinks. This feature will look at the kind of products they should be paying attention to, and we would welcome comments on the following:

- Do you have any seasonal/limited-edition drinks products for Christmas? How can c-store retailers make the most of these ranges?
- How do premium drinks perform at Christmas compared to the rest of the year? How can retailers dip their toe into premium if it isn't something that they usually stock?
- What type of alcoholic drinks perform best at Christmas? Any that categories that really stand out in terms of their festive performance when compared to the rest of the year? How can retailers take advantage of this?
- Statistics show that more adults are choosing to cut their alcohol consumption. What kind of low/no alcohol alternatives should retailers stock up on to appeal to these consumers?
- How should retailers merchandise their range of Christmas drinks to appeal to festive customers, particularly those who don't usually visit their

store? What can retailers do to build a bit of in-store theatre around their drinks offer at Christmas (without breaking Scottish licensing laws).