

# SCOTTISH GROCER FEATURE SYNOPSIS

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## CHRISTMAS TOP UP 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*

More customers carry out online searches for convenience stores during the week of Christmas than any other time of year. In this feature, we will look at how retailers can make the most of this extra custom and ensure they have all the festive essentials ready. We would welcome comments on the following:

- What products are key for convenience retailers to stock up on as the festive season approaches? Anything that they might not ordinarily sell?
- How can retailers ensure that a last-minute festive shopper is suitably impressed by their store? How can they try and encourage them to come back when the Christmas period is over?
- Do you have any promotional activity planned to highlight that your products are suitable for top-up shopping?
- Should retailers merchandise their Christmas top up products in a dedicated area of the store? Or in another way?
- Do you have any seasonal lines you think retailers should be aware of? Or any SKUs that perform particularly well over Christmas?