

# Scottish Grocer feature synopsis

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## Whisky and Burns night feature

Editorial contact for this feature is

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Deadline for editorial submission **Friday, November 29th 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*

Scotch whisky is the best spirit in the world. It's possible that Scottish Grocer may be biased on this subject, but there's no question that when consumers are seeking out a quality, premium spirit with provenance and heritage there are few products across any category that come close to the national drink. And what better time to turn our attention to fantastic blends and malts than on Burns Night, when all things Scottish, from haggis and salmon to oatcakes and shortbread are enjoyed across the country – and the globe. In this feature we'll look at what Scottish retailers can do to improve the performance of their whisky range and ask how they can capitalise on Burns Night to lift sales across categories. We would welcome your comments on the following:

- How would you assess the performance of Scotch whisky in Scotland's off trade at present? Where are the areas of growth and what category trends should retailers be aware of in 2020?
- Gin has undoubtedly been the success story of recent year, and bartenders and drinks columnists love to talk up rum, but has this had any detrimental effect on Scotch whisky? How have whisky brands responded to the rise in popularity of other craft spirits?
- Whisky can be a bit of an intimidating category for the uninitiated. What advice can you offer retailers who may hope to shift a few extra bottles around Burns Night, but who don't necessarily know their Sherry Casks from their American Oak?
- What do you think is the best approach for displaying whisky in store? By region (Highlands, Islands, Speyside etc.), price, etc? How can retailers create a whisky display that's easy to navigate for both whisky aficionados and the category novice?
- With celebrations taking place all over the globe, Burns Night provides retailers with a special opportunity to capitalise on a wealth of quality Scottish produce. How would you assess the opportunity Burns Night provides and what advice can you offer a retailer who may wish to introduce a seasonal display for the occasion?

- On the food side of things, how can retailers use Burns Night to generate link sales? How can retailers ensure their customers can snap up everything on their Burns Night list in store, and potentially more?
- How would you assess the performance of Scottish produce in convenience stores more generally. With the supermarkets and discounters increasingly stocking Scottish produce, would it be fair to say convenience retailers may need to step up their game in this area? What are the advantages to stocking local brands?
- Do you have any NPD you would like to shout about? What's been performing well for you over the last 12 months and do you have anything on the horizon retailers should be aware of?