

SCOTTISH GROCER FEATURE SYNOPSIS

FEBRUARY 2020 EDITION

BEER AND CIDER FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday January 6th, 2020**

- *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*

With the Euros and the Tokyo Olympics, 2020 will bring plenty of opportunities for retailers to boost beer and cider sales. In this feature we'll look at how retailers can adapt their offer to changing consumer demand as we move into 2019. We'd welcome comments on the following:

- How would you assess the performance of beer and cider in Scottish stores at present? Where are the areas of growth that retailers should pay particular attention to?
- Craft beer continues to grow, with consumers increasingly buying from independent brewers alongside big brands. How can retailers build a craft beer offer that's right for their store?
- There has been plenty of innovation in the category in recent years, including products like CBD beer. What further shake-ups do you expect to see in the beer category we move in 2020?
- How would you assess the performance of low and no alcohol beers in convenience? Does this subcategory still have room to grow? How should retailers merchandise these products?
- Without falling foul of Scottish licensing rules, what advice would you give to retailers when it comes to merchandising beer and cider?
- Do you have any NPD you want retailers to know about?