

# SCOTTISH GROCER FEATURE SYNOPSIS

**FEBRUARY 2020 EDITION**

## FORECOURTS FEATURE

Editorial contact for this feature is

**Alex Burns** [alex.burns@peeblesmedia.com](mailto:alex.burns@peeblesmedia.com) 0141 567 6032

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*

Modern Scottish forecourts are often unrecognisable to what they once looked like - with innovation in food to go, vaping and electric charge points. In this feature we'll look at how retailers can improve their forecourts, to make them fit for 2020 and beyond. We'd welcome comments on the following:

- What trends are at the front of forecourt innovation? What do you expect to be big in the industry during the 2020s? What do you see as the key challenges and what steps can retailers take to mitigate these?
- How important is a smart forecourt interior to successful retailing? What advice could you offer a retailer looking to revamp their forecourt?
- What facilities should retailers consider investing in on the fuel side of their forecourt business? Are there any new technologies in terms of payments, alternative fuels or other forecourt solutions that retailers might wish to consider?
- With hungry consumers in a hurry, forecourts make an ideal place for food to go. What kind of offer should forecourt retailers think about introducing when it comes to food to go?
- How successful are electric charge points at bringing in new consumers? Is this something independent retailers could think about introducing?

- What can symbol groups, franchise organisations, wholesalers and others who supply Scottish forecourts offer independent retailers?