

SCOTTISH GROCER FEATURE SYNOPSIS

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MINTS AND GUMS 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*

Mints and gums are impulse staples, providing convenience retailers with great opportunities to boost basket spend. In this feature we will look at how mints and gums are performing in Scottish c-stores and ask what steps retailers can take to make the most of the opportunities the category provides. We'd welcome comments on the following:

- How are mints and gums performing in convenience at the moment? What are the key trends retailers should be aware of?
- What pack formats are performing best at the moment? Why do you think this is the case? What pack formats work best for different shopper missions?
- How should retailers merchandise their mints and gums in store? What are the benefits to displaying mints and gums at locations other than the till point? What packs perform best away from the till?
- Can mints and gums tap into the trend for health and wellness? If so, how? What are the oral care benefits of mints and gums and how can retailers promote these to customers?
- How can retailers use their mints and gums range to generate link sales?
- Do you have any NPD you want retailers to know about?