

SCOTTISH GROCER FEATURE SYNOPSIS

MARCH 2020 EDITION

GIN FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday January 27th, 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 is 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*

Gin was one of the biggest success stories of the last decade, becoming one of the most in-demand spirits on the market. So how will it fare in the 2020s? In this feature we will look at the current performance of the gin category and how Scottish c-store retailers can make the most of it. We would welcome comments on the following:

- How would you assess the performance of gin in Scottish convenience? How does this compare to other channels? Where are the areas of growth within gin and what do you think is driving that growth?
- Do you think gin has reached peak popularity, or is there still room for it to grow further? How can retailers recruit into a category that is already exceptionally popular?
- What will be the key trends for gin in 2020?
- How is flavoured gin performing? What kind of products should retailers stock in this sub-category- pink gin or others?
- Gin is a busy category, with new SKUs hitting shelves seemingly on a weekly basis. What advice can you offer retailers who want to build a successful gin range with limited shelf space to work with?
- Is there any NPD that you want retailers to know about?