

SCOTTISH GROCER FEATURE SYNOPSIS

APRIL 2020 ISSUE

RTDs AND YOUNG ADULT BRANDS

Editorial contact for this feature is

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Deadline for editorial submission **Friday, 6th March 2020**

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information such as 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*

The children may be our future, but young adults are here now - with shopping habits that should play right into the hands of convenience stores. Seen by some as the 'now' generation', young adult shoppers are time-pressed and on the hunt for a quick and painless shopping experience. In this feature we'll look at how convenience retailers can entice young adult shoppers to their store with a range that keeps them coming back. We would welcome comments on the following:

- How would you assess the performance of YABs and RTDs in Scottish c-stores at the moment? What are the key trends that retailers should be tapping into? Where are the areas of growth?
- What flavours and formats are proving to be a hit with young adult consumers at the moment? Why do you think that is?
- What are the key occasions that drive young adults into convenience stores and how can retailers ensure they've got the right range of YABs and RTDs to take advantage of these opportunities?
- How should retailers merchandise YABs and RTDs in store? Without falling foul of Scottish licensing regulations, how can retailers create a display that is eye-catching and easy to navigate?

- What advice can you offer retailers to help them better engage with young adult consumers on social media? What resources/tips are available to help retailers in this regard?
- How important are price-marked packs to young adult consumers?
- Do you have any NPD or campaigns you would like to shout about?