

# SCOTTISH GROCER FEATURE SYNOPSIS

**MAY 2020**

## **FILTERS, PAPERS AND LIGHTERS 2020**

Editorial contact for this feature is

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Deadline for editorial submission **Monday, 30<sup>th</sup> March**

- *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*

When the May issue of Scottish Grocer lands, the menthol ban will almost be in place, with just a couple of weeks for retailers to prepare. And while May 20<sup>th</sup> will bring the end for menthol factory-made cigarettes, some existing smokers might choose to migrate to roll your own. In this feature we'll look at how retailers can provide choice to adult consumers and what steps they can take to make sure their tobacco accessories offer is fit for purpose. We would welcome comments on the following:

- How are filters, papers and lighters performing in convenience at the moment? How does this compare to other channels (supermarkets, discounters etc.)?
- What are the key trends within filters, papers and lighters at present? How can retailers make sure they are making the most of current trends?
- How do you think the menthol ban will affect filters, papers and lighters?
- What advice can you offer retailers to ensure they are able to effectively communicate the options available to existing adult smokers?
- What are the 'must stocks' for a strong filters, papers and lighters range? How can retailers effectively merchandise their range in store?
- Do you have any NPD or campaigns you would like to shout about?