

# SCOTTISH GROCER FEATURE SYNOPSIS

**MAY 2020**

**SOFT DRINKS 2020**

Editorial contact for this feature is

**Liv McMahon** [liv.mcmahon@peeblesmedia.com](mailto:liv.mcmahon@peeblesmedia.com) 0141 567 6032

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*

It may not feel like it at the moment, but summer is on the horizon - and with it, peak trading for soft drinks. The soft drinks category has undergone huge changes in recent years, with reformulation taking place across the category and the sugar ban impacting on pricing. In this feature we'll look at some of the key trends within soft drinks and ask how retailers can make sure they are equipped to take on the Scottish summer in 2020. We would welcome comments on the following:

- How would you assess the performance of soft drinks within Scottish convenience at the moment? What are the key trends that retailers should be aware of? Where are the areas of growth?
- What are the key shopper missions in soft drinks that retailers should be looking to tap into? What can retailers do to ensure their soft drinks range caters to all occasions, from those looking for instant refreshment to customers making a planned take-home purchase?
- How has increased consumer interest in sustainability affected the soft drinks category? What steps are you taking to reduce your impact on the environment? How are you communicating these actions to consumers? How might these activities benefit retailers?
- How important are PMPs to soft drinks success? How would you assess the availability of PMPs and what work has been done to ensure a viable margin for independent retailers?

- How can retailers use their soft drinks range to generate link sales?
- Do you have any NPD or campaigns you would like to shout about?