

SCOTTISH GROCER FEATURE SYNOPSIS

MAY 2020

C-Store Essentials

Editorial contact for this feature is

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Deadline for editorial submission Friday, 10th April

- *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 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.*

Convenience stores are under immense pressure at the moment, but Scotland's retailers continue to serve their local communities by providing them with an essential service during the coronavirus crisis. The lifestyle changes brought about by COVID-19 safety measures have undoubtedly changed shopper behaviour. In this feature we will look at the c-store essentials – from toilet paper to staple foods – that every retailer should be stocking up on. We would welcome your comments on the following:

- What categories are particularly important to c-stores at the moment? Where should retailers look to increase range/availability in their store?
- What products from your range are achieving high sales volumes at the moment? Why do you think that is the case?
- How is your brand/firm coping with demand? Have you faced any issues with availability/replenishment?
- What steps can retailers take in their store to ensure customers are able to easily find household essentials? What approach would you recommend when it comes to signposting/merchandising c-store essentials in store.
- What marketing advice can you offer retailers who may not be able to perform their regular leaflet drop at present? Can you offer any advice on effective social media use? Email lists?
- What steps have you taken to support retailers/your community since the onset of the coronavirus crisis?

