

SCOTTISH GROCER FEATURE SYNOPSIS

June 2020

Summer Drinks

Editorial contact for this feature is

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Deadline for editorial submission Friday 8 May

- *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.*

Summer is on the horizon, although what summer we're in for remains a very open question. However the coronavirus crisis progresses, this summer is going to be unlike any other, but some things remain constant. The weather is oblivious to any pandemic and when mercury rises, shoppers seek refreshment. In this feature we'll look at how retailers can build a summer drinks range that's right for the times we live in.

We would welcome comments on the following:

Soft drinks

- How would you assess the performance of soft drinks in Scottish c-stores at the moment? What are the key trends retailers should be aware of? Where are the areas of growth?
- What should retailers expect from soft drinks brands this summer? Should they expect to see the same level of NPD, consumer campaigns, marketing etc.?
- With fewer big social occasions on the schedule this summer due to lockdown, what will the key shopper missions for soft drinks be this summer? How can retailers ensure they're equipped to cater to these occasions?
- Do you have any NPD or campaigns you would like to shout about?

Off sales

- How would you assess the performance of beer/cider/wine/spirits in Scottish c-stores at the moment? What are the key trends retailers should be aware of? Where are the areas of growth?
- With big family barbecues and sports events off the agenda for the foreseeable, what are the key shopper missions for off sales likely to be this summer?
- Keeping mind of Scottish licensing laws, what merchandising/ranging tips can you offer retailers to help their off sales shine this summer?
- Do you have any NPD/campaigns you would like to shout about?