

## SCOTTISH GROCER FEATURE SYNOPSIS

July 2020

### Functional and Energy

Editorial contact for this feature is

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Deadline for editorial submission Friday 5 June

- *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.*

Functional and energy drinks are firm favourites in the convenience store chiller. In this feature we'll look at how Scotland's convenience retailers can make the most of the opportunities the category provides.

We would welcome comments on the following:

- How would you assess the performance of functional and energy drinks in Scottish c-stores at the moment. What are the key trends that retailers should be aware of? Where are the areas of growth?
- What does the convenience channel do well when it comes to ranging/merchandising functional/energy drinks in store? Where are the areas with potential for improvement? What do other channels do well and how could convenience improve in these areas?
- What pack formats are proving popular in functional/energy at the moment?
- How seasonal are functional/energy drink sales? Do you anticipate (have you seen already) the category's performance will be affected by coronavirus lockdown measures/social distancing?
- What merchandising/ranging advice can you offer retailers?
- Do you have any NPD or campaigns you would like to shout about?