

SCOTTISH GROCER FEATURE SYNOPSIS

July 2020

Nicotine

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.*

The menthol ban is the latest in a raft of regulatory changes to affect the tobacco category in recent years. It's a lot for retailers to keep on top of, and in this feature we'll look at how Scotland's convenience retailers can continue to provide existing adult smokers with a quality offer across tobacco and other nicotine alternatives.

We would welcome comments on the following:

- How would you assess the performance of cigarettes/RYO in Scottish c-stores at the moment. What are the key trends that retailers should be aware of?
- How has the menthol ban affected Scotland's convenience retailers? What steps did you take to help retailers with the transition and what have the outcomes been so far?
- How are vaping products performing in Scottish c-stores? More and more shops appear to have bought into this category, what do you think makes for a successful vaping offer in a convenience store?
- What advice can you offer retailers when it comes to merchandising/display of e-cigarettes and liquids?
- Do you have any NPD or campaigns you would like to shout about?