

## SCOTTISH GROCER FEATURE SYNOPSIS

July 2020

### Spirits and Premium Mixers

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.*

People have been saying 'staying in is the new going out' for years, but now it really is true. With off sales now the only place for customers to pick up their favourite tippie, we'll look at how retailers can ensure they've got a spirit and mixer offer that's fit for purpose.

We would welcome comments on the following:

#### SPIRITS

- How would you assess the performance of spirits in Scottish c-stores? What are the key trends retailers should be aware of? How has the coronavirus crisis affected category performance?
- What kind of spirits do consumers tend to purchase during the summer months? How does this differ to the rest of the year?
- Gin has been the darling of the off trade in recent years. Has it now reached peak popularity, or can c-store retailers expect to enjoy more success from the category? With so many gins to choose from, how can retailers make sense of the category when deciding what to stock?
- What about innovation across other types of spirits? Will vodka manufacturers follow the lead of gin and experiment with flavoured spirits?
- Whisky remains synonymous with Scotland and retailers in tourist areas

should be well-placed to make the most of the demand. But what kinds of whiskies work well in c-stores? How should they be displayed in store?

- More than a year since it was implemented, how has minimum pricing affected the spirits category in Scotland? Is this what was expected?

## MIXERS

- How would you assess the performance of spirits in Scottish c-stores? What are the key trends retailers should be aware of? How has the coronavirus crisis affected category performance?
- As on-trade outlets remain closed due to coronavirus lockdown measures, has the rise in consumers staying home led to more cocktail experimentation? How can retailers engage with their customers to improve the performance of mixers in their store? Cocktail recipe? Social media activity?
- With health concerns ever-present, is there much demand for lower-calorie premium mixers?
- Is there any NPD you want consumers to know about?