

SCOTTISH GROCER FEATURE SYNOPSIS

August 2020

Big Night In

Editorial contact for this feature is

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Deadline for editorial submission Monday 29th 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.*

If there was ever a year for the big night in, it's 2020. Over the last few months we have all become professionals at home entertaining. With some coronavirus restrictions likely to be in place for a long time to come, the big night in mission presents Scotland's retailers with a huge opportunity to drive incremental sales. We would welcome comments on the following:

- How has the coronavirus crisis impacted the big night in? Has the increase in celebrations at home changed consumer habits when shopping for this occasion? Which categories have performed particularly well in 2020?
- How can c-stores set up their store to ensure they make the most of the big night in opportunity? What ranging and merchandising advice can you offer retailers? How important are promotions and price-marking in the current climate?
- How can c-stores set themselves apart from their supermarket competition? As restrictions are eased, how can c-store retailers make sure they continue to be the destination for big night in shoppers as consumers venture further from home?
- Do you have any NPD/campaigns you would like to shout about?