

## SCOTTISH GROCER FEATURE SYNOPSIS

August 2020

### Premium Soft Drinks

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

Deadline for editorial submission Monday 29<sup>th</sup> 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.*

With more and more adults shunning alcohol in pursuit of a healthier lifestyle, premium soft drinks are well positioned as an alternative for those shunning the off trade. In this feature we'll look at how soft drinks at the premium end of the category are performing in Scottish c-stores and ask how retailers can make the most of these brands. We would welcome comments on the following:

- How would you assess the performance of premium soft drinks in the convenience channel? What are the key trends that retailers should be aware of? Where are the areas of growth?
- What are the main shopper missions driving sales of premium soft drinks. What steps can retailers take to ensure they are catering to these customers?
- What pack formats are proving popular in premium soft drinks? Has this been affected by the coronavirus lockdown (increase in take-home/multipack formats?). How important (if at all) are PMPs to premium soft drinks success?
- What merchandising/ranging advice can you offer retailers looking to introduce or expand premium soft drinks in their store?
- Do you have any NPD or campaigns you would like to shout about?