

## SCOTTISH GROCER FEATURE SYNOPSIS

August 2020

### Scottish Food and Drink Fortnight

Editorial contact for this feature is

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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.*

This has definitely been the year of local. The coronavirus lockdown has shone a spotlight on local businesses, from stores to suppliers, and there has arguably never been a better time for retailers to get behind Scottish produce. In this feature, we will highlight the great Scottish larder ahead of Scottish Food and Drink fortnight, which runs from 5-20 September. We would welcome your views on the following:

- How is Scottish food and drink viewed by consumers? What makes Scottish produce excellent? How has local produce been performing in convenience as compared to other channels?
- How do you think the lockdown has changed consumer perceptions of shopping locally? How can retailers make the most of any increased interest in/demand for local products?
- What merchandising/ranging advice can you offer retailers? Where should retailers position local products in store? How can retailers leverage local products to lift overall basket spend?
- How should retailers use social media to promote Scottish produce and encourage their customers to shop local?
- If a retailer is limited on space, what are some of the key Scottish products that they should stock?
- Is there any NPD you want retailers to know about?