

SCOTTISH GROCER FEATURE SYNOPSIS

August 2020

Vodka and Gin

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.*

The off trade is booming in Scotland at the moment, which can only be good news for sales of vodka and gin. Both categories were in rude health before the lockdown closed on-trade venues, but the opportunity open to convenience retailers is arguably bigger now than ever before. With that in mind, we would welcome your views on the following:

- How would you assess the performance of gin and vodka in the Scottish convenience sector? How have these categories grown over the last 12 months and what are the key trends retailers should be aware of?
- How have gin and vodka brands performed since lockdown measures were introduced in Scotland? How has this affected category trends? What pack formats/flavours are proving popular?
- What ranging and merchandising advice can you offer retailers, keeping in mind the limits of Scottish licensing law?
- What advice/resources are there out there to help retailers build their knowledge and demystify gin and vodka for shoppers?
- How have consumer health concerns affected the vodka and gin category? Are health-conscious consumers more likely to pick up a spirit and mixer rather than higher calorie wine or beers?
- Do you have any NPD of campaigns you would like to shout about?