

## SCOTTISH GROCER FEATURE SYNOPSIS

September 2020

### Beers and Lagers

Editorial contact for this feature is

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Deadline for editorial submission Friday 31<sup>st</sup> July

- *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.*

It has been a great year for the off trade in Scotland as consumers have taken to celebrating in their living room while coronavirus lockdown restrictions have limited access to the on trade. In this feature we'll look at how retailers can keep the ball rolling, marking themselves out as a destination store for beers and lagers. We would welcome comments on the following:

- How are beer and lagers performing in Scotland's c-stores at the moment? What have been the key trends of 2020 so far? What are some of the trends retailers should be aware of for the future? How does the convenience channel compare to the multiples?
- What flavours and styles are proving popular in the beer category. When it comes to craft, are IPAs still king or are Scottish consumers starting to experiment more with other styles? Why should a c-store retailer with limited space consider stocking a craft range with a bit of variety?
- What pack formats are proving popular in the Scottish off trade? Has this evolved with changing consumer purchasing habits brought on by the coronavirus crisis?
- What merchandising/ranging advice can you offer Scottish c-store retailers?
- Do you have any NPD/campaigns you would like to shout about?