

## SCOTTISH GROCER FEATURE SYNOPSIS

September 2020

### Bottled Water

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.*

Health is high on the agenda at the moment and drinks don't come any healthier than water. Despite lacking the warm weather of their continental colleagues, Scottish retailers have done well with bottled water in recent years and in this feature we'll look at how they can further improve their offer in store. We would welcome comments on the following:

- What are the key trends in bottled water the moment? Where are the areas of growth (flavours, formats, sparkling etc. )? How do c-stores compare to their competitors in the multiples when it comes to bottled water?
- What are the key shopper missions for bottled water? What pack formats/flavours etc. are these customers seeking when they enter a convenience store? What steps can retailers take to ensure they are catering for these customers?
- Bottled water - and single-use plastics in general - has become a focus for environmental campaigners. What steps has your brand taken to reduce its impact on the natural world?
- What merchandising/ranging advice can you offer Scottish c-store retailers?
- Do you have any NPD/campaigns you would like to shout about?