

SCOTTISH GROCER FEATURE SYNOPSIS

October 2020

Forecourts

Editorial contact for this feature is

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Deadline for editorial submission Tuesday, 1st September

- *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.*

Forecourts in Scotland were hit with a steep decline in fuel sales during the height of the coronavirus crisis, but the underlying performance of this segment of the convenience market is strong. In this feature we'll take a look at where forecourt retailing stands in 2020, what challenges lie ahead and what support brands and suppliers can offer to assist forecourt retailers. We would welcome comments on the following:

- In your view, how are forecourts performing in Scotland at present? What are the key challenges facing the sector and what do you see as potential solutions?
- What are the success stories of forecourt retailing? Where are the high-margin opportunities and what's driving sales growth in the sector?
- With coronavirus markedly changing consumer habits when it comes to travel and commuting, how important is food to go to a successful forecourt offer? What advice can you offer retailers who want to ensure their FTG offer is fit for purpose this year and beyond?
- What technological solutions are there on offer to assist forecourt retailers? What sort of questions should retailers be asking before investing in new technology/systems/equipment for their forecourt?
- How important is a strong fuel brand/partner to a forecourt/s success? How important is a strong symbol relationship? What are the key considerations for retailers in this area?

- Do you have any NPD/campaigns you would like to shout about?