

## SCOTTISH GROCER FEATURE SYNOPSIS

November 2020

### Christmas Drinks

Editorial contact for this feature is

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Deadline for editorial submission Friday, 2<sup>nd</sup> October.

- *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.*

There is no better time for a tippie than Christmas. With the coronavirus crisis placing major restrictions on on-trade operations, this festive period is set to be different from years gone by, but that could bring major opportunities for Scotland's retailers. We would welcome comments on the following:

- How big do you think the Christmas opportunity is for c-store retailer in 2020 compared to previous years?
- What do you think the key Christmas drinks trends will be during this year's festive period? What categories look set to soar? How can retailers ensure they're keeping on top of trends and making the most of the opportunities they offer?
- What shopper missions do you expect to drive drinks sales in convenience this Christmas? How do these missions differ and what can retailers do to ensure their range caters to each customer?
- Health is high on the agenda at the moment and more and more adult consumers are reducing their alcohol consumption. What role will soft drinks and low and no-alcohol options play this Christmas? What advice can you offer retailers to help them make the most of this opportunity?
- How can retailers build some in-store theatre and generate excitement around their Christmas drinks range? What role can social media and play in communicating the Christmas drinks offer to customers?

- How and when should convenience retailers change their off sales offer as Christmas approaches? When should seasonal products start to appear on shelf?
- What merchandising/ranging advice can you offer c-store retailers?
- Do you have any NPD or campaigns that you want retailers to know about?