

SCOTTISH GROCER FEATURE SYNOPSIS

October 2020

Sustainability

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

Deadline for editorial submission Friday, 11th 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.*

Pursuing sustainable solutions for the future is not an optional add on, it's vital to both environmental and commercial success in the decades ahead. Consumers appear to be increasingly concerned with their own impact on the environment and in this feature we'll take a look at the steps brands have taken in the sustainability sphere and ask how retailers can make the most of these advances. We would welcome comments on the following:

- How important is sustainability to today's consumer? What's driving sales of more sustainable products?
- What has your brand done to reduce its impact on the environment? What pledges/plans do you have to improve sustainability in the future?
- What demographics are most concerned with sustainability? How has this changed (if at all) in recent years? Why are these customers important to c-store success?
- How do you communicate your sustainability credentials to consumer? What can retailers do to better signpost sustainable brands/packaging in their store?
- Do you have any NPD that you want retailers to know about?