

## SCOTTISH GROCER FEATURE SYNOPSIS

November 2020

### Wholesalers

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.*

Wholesalers have really shown their worth in 2020, keeping supply chains moving in the face of enormous challenges. While retailers and customers owe a debt of gratitude to those wholesale businesses that rose to the challenge, business is still business and in this feature we'll look at what's this sector has to offer for retailers looking to push their store to the next level. We would welcome comments on the following:

- What service can you offer in either or both delivered wholesale or cash & carry. In your view, how is this service different from the competition and what are the benefits to c-store retailers?
- What steps have you taken in 2020 to support convenience retailers through the Covid-19 crisis? How have you kept supply chains moving? What PPE or social distancing support have you been offering retailer customers?
- What improvements have you made to your service in 2020? (Delivery platforms? Online ordering? Training resources?) What improvements do you have in the pipeline?
- What's the ordering and delivery process for your c-store customers? How frequently can retailers expect deliveries and how convenient can you make the ordering process for them?
- What symbol packages do you currently offer? What kind of stores are these tailored to? What are the advantages to your symbol(s)?

- How do you market your symbol offer to consumers? What steps are you taking to ensure your fascia brand can draw footfall to stores?
- Where are you investing in your business for the future? What aspects of the business do you think will be vital to c-store retailers in the future and what steps are you taking to make sure your business is fit for the years ahead?