

SCOTTISH GROCER FEATURE SYNOPSIS

December 2020

Christmas and New Year Drinks

Editorial contact for this feature is

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Deadline for editorial submission Monday 2nd November.

- *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.*

This Christmas will be unlike any before, with coronavirus restrictions likely and celebrations in the on-trade likely to suffer. That could mean a serious uptick for convenience stores as consumers celebrate in a different way, stocking up at their local shop. We would welcome comments on the following:

- How big an opportunity do you think Christmas 2020 represents for convenience stores? What do you think will be the key sales drivers this festive period? How might this differ from years gone by?
- What are some of the drinks trends that retailers should be looking to tap into this Christmas? How do these trends change when celebrations start?
- What shopper missions drive sales at Christmas and New Year and how can retailers ensure their store is equipped to serve these customers?
- What pack formats do you expect to perform well this Christmas/New Year?
- How should retailers alter their range in the run up to Christmas and New Year? What sort of products should start to appear on shelf and when?
- Do you have any NPD or campaigns you would like to share with retailers?