

SCOTTISH GROCER FEATURE SYNOPSIS

January 2021

Whisky and Burns Night

Editorial contact for this feature is

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

Deadline for editorial submission Friday, November 27th.

- *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.*

The Covid-19 pandemic has led to consumers increasingly celebrating at home, marking occasions with big nights in - with food and drink often purchases from their local convenience store. In this feature we'll look at how Scotland's convenience retailers can tap into the opportunity Burns Night 2021 presents. We would welcome views on the following:

- How would you assess the opportunity presented by Burns Night in 2021 as compared to previous years? What do you think could make this year one to remember for Scotland's retailers?
- What are the key categories and brands that perform well around Burns Night? Why do you think this is? How can retailers ensure they are making the most of this opportunity?
- What merchandising/ranging advice can you offer retailers to help them push the Burns occasion in their store?
- How can retailer use Burns night to generate link/incremental sales/boost basket spend? What sort of deals and promotions work well at this time of year?
- Do you have any NPD you would like to shout about?

- How would you assess the performance of Scotch whisky in Scotland's off trade at present? Where are the areas of growth and what category trends should retailers be aware of in 2021?
- How has the coronavirus pandemic affected the whisky category in Scotland's off trade? Have restrictions led to any changes in consumer behaviour when shopping the category? How can retailers ensure they meet changing consumer demands?
- Whisky can be a bit of an intimidating category for the uninitiated. What advice can you offer retailers who may hope to shift a few extra bottles around Burns Night, but who don't necessarily know their Sherry Casks from their American Oak?