

SCOTTISH GROCER FEATURE SYNOPSIS

February 2021

Beers and Ciders

Editorial contact for this feature is

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Deadline for editorial submission Friday, January 8th.

- *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.*

2020 was a huge year for off sales in the convenience channel as shoppers turned to their local stores during the pandemic. With a Covid-19 vaccine rolling out and the prospect of a return to something like normal life on the horizon, we'll look at how c-store retailers can hold onto their position as the place to go for beer and cider in their community. We'd welcome comments on the following:

- How would you assess the performance of beer and cider in Scottish stores over the last 12 months? What are the key trends retailers should be aware of? How do you think category trends will evolve as Covid-19 restrictions ease?
- What kinds of beers have been performing well in c-stores? Are consumers turning to big brands in times of economic uncertainty? Have craft/independent brands gained ground?
- What pack formats have proven popular with shoppers in convenience and why?
- How would you assess the performance of low and no alcohol beers in convenience? Does this subcategory still have room to grow? How should retailers merchandise these products?
- Without falling foul of Scottish licensing rules, what advice would you give to retailers when it comes to merchandising beer and cider?

- What steps has your brand taken to boost its sustainability credentials?
- Do you have any NPD you want retailers to know about?