

SCOTTISH GROCER FEATURE SYNOPSIS

February 2021

Cigars

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.*

Cigars had a stellar year in 2020 as consumers found themselves spending more time at home. In this feature we'll look at how Scottish c-store retailers can build on the category's success last year and ensure they are the 'go to' store for cigars in their community. We would welcome comments on the following:

- How would you assess the performance of cigars in Scottish c-stores? How does this compare to other channels? What are the key trends within convenience that retailers should be aware of?
- What merchandising/ranging advice can you offer retailers that doesn't fall foul of legislation requirements?
- How important is staff knowledge to cigar success? What resources can you offer retailers looking to improve product knowledge in their store? What advice can you offer retailers when it comes to communicating this knowledge to customers?
- What are the key occasions for the cigar category and how can retailers ensure they're making the most of these selling opportunities?
- Do you have any NPD you want to shout about?