

## SCOTTISH GROCER FEATURE SYNOPSIS

February 2021

### St Patrick's Day

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.*

The 17<sup>th</sup> of March may be a midweek affair in 2021, but St Patrick's day still presents great opportunities for c-store retailers to cash in on a celebration of all things Ireland. In this feature we'll look at where the opportunities are St Patrick's Day provides and ask how retailers can use these to generate incremental sales. We'd welcome comments on the following:

- What are the key categories for St Patrick's Day? Where are the opportunities for convenience retailers?
- Without breaching Scottish alcohol licensing rules, how can retailers build engaging St Patrick's Day displays in their store?
- What advice can you offer retailers looking to create some in-store theatre around St Patrick's Day? How can retailers use the occasion to engage with their consumers/boost their store's profile in the community?
- Do you have any NPD/campaigns you would like to shout about?