

## SCOTTISH GROCER FEATURE SYNOPSIS

March 2021

### Gin

Editorial contact for this feature is

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Deadline for editorial submission Friday, February 5th.

- *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.*

Gin is a versatile spirit and a category boasting plenty of choice for consumers, which may go some way to explaining its popularity. In this feature we'll look at how gin is performing in c-stores at present and ask what retailers can do to hold onto any gains they may have made over the last 12 months. We would welcome comments on the following:

- How would you assess the performance of gin in Scottish convenience? How does this compare to other channels? Where are the areas of growth within gin and what do you think is driving that growth?
- How has the Covid-19 pandemic impacted gin sales in convenience? What steps can retailers take to hold onto customers they may have gained if/when hospitality businesses return to normal trading?
- What will be the key trends for gin in 2021?
- How is flavoured gin performing? What kind of products should retailers stock in this sub-category- pink gin or others?
- Gin is a busy category, with new SKUs hitting shelves seemingly on a weekly basis. What advice can you offer retailers who want to build a successful gin range with limited shelf space to work with?
- Is there any NPD that you want retailers to know about?