

SCOTTISH GROCER FEATURE SYNOPSIS

March 2021

Sustainability

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.*

While the pandemic has rightfully dominated the headlines for the last year, environmental catastrophe continues to be the biggest challenge facing governments across the globe. Consumers certainly seem to have woken up to the benefits of improved sustainability, and brands have been quick to respond. In this feature we'll look at how c-store retailers can benefit from introducing sustainable brands and solutions in their store. We would welcome comments on the following:

From food and drink brands

- What steps have you taken to reduce your impact on the environment? What affect have they had? How have these measures been received by consumers?
- How important do you think sustainability is to today's consumer? Why do you think that is the case? What steps have you taken to communicate the actions you have taken in this area to consumers?
- How can retailers leverage your brand's improved sustainability credentials to boost sales in store?

On deposit return:

- How has the delay to DRS implementation affected your plans? Has the change in timetable had a positive effect? How satisfied are you with the current state of DRS preparations?

- When should retailers who plan on going down the reverse vending machine route start the process of sourcing an RVM? What are the key considerations for retailers who plan to invest in an RVM (size, cost, support, maintenance, etc.)
- What sort of price should retailers expect to pay for an RVM? What payment options/plans/leasing would you expect to see available to retailers?
- How can retailers assess the kind of equipment their store will require? How can retailers get a reasonable estimate of the quantity of drinks containers they can expect to take back on a daily/weekly basis when DRS goes live?
- How can retailers get hands on experience of an RVM? What support is available to retailers who may wish to learn more about RVMs and DRS from equipment manufacturers/suppliers?