

SCOTTISH GROCER FEATURE SYNOPSIS

March 2021

Wholesale

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.*

Wholesalers have had a challenging 12 months, with the Covid-19 pandemic and last minute decisions on Brexit leaving the sector with a constant stream of new challenges to overcome. Despite this, Scotland's c-store retailers are well served and in this feature we'll look at the features and benefits that wholesalers currently offer their Scottish customers. We would welcome comments on the following:

- What services do you currently offer either or both in delivered wholesale or cash & carry?
- What improvements have you made to your offer over the last 12 months? Investment in depot? New product ranges? Expanded food to go/chilled? Changes to ordering/delivery processes?
- What steps did you take to mitigate the impact of the Covid-19 pandemic on your retailer customers? What resources are you able to offer retailer customers? What steps were taken to maintain availability?
- What steps have you taken to mitigate the impact of Brexit on your retailer customers? What challenges has Brexit created in terms of availability and what solutions have you put in place?
- What do you think sets your business apart from the competition in Scotland? Why should Scottish convenience retailers consider giving you their business?

- Beyond competitive pricing, what additional support can you offer convenience retailers?
- Have you made any significant technological developments in the last 12 months? If so, what are they and how do they benefit your c-store retailer customers?
- Are there any developments in your symbol/fascia/retail club that you think retailers should be aware of?