

SCOTTISH GROCER FEATURE SYNOPSIS

APRIL 2021

BEST OF SCOTTISH FOOD AND DRINK

Editorial contact for this feature is

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Deadline for editorial submission **Monday, 8th March**

- *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*

Scotland is blessed with some of the best food and drink in the world, from fresh seafood and quality beef to distilleries so good they attract visitors from across the globe. In this feature we'll look at how Scotland's retailers can take advantage of the wealth of food and drink that's made on their doorstep. We would welcome comments on the following:

- In your view, how are Scottish brands performing in c-stores at present? How do Scottish c-stores compare to other channels? How big is the Scottish food and drink opportunity?
- How has Brexit affected consumer perceptions/demand for Scottish products. With Scottish food and drink exporters facing increased costs, should retailers expect to see a greater focus on the domestic market?
- How have you improved your range over the last year? Do you have any NPD in the pipeline? Media campaigns? What steps have you taken to make your brand resonates with consumers in 2021?
- How important is provenance to Scottish shoppers? What are the advantages in stocking locally sourced goods? Is there demand in convenience for more premium local products?
- What can retailers do to flag the provenance/heritage of Scottish brands in their stores? How can retailers effectively use secondary sitings, FSDUs,

gondola ends and other devices to drive customers towards Scottish products?