

SCOTTISH GROCER FEATURE SYNOPSIS

APRIL 2021

RTDs

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*

RTDs offer consumers convenience, with a broad range of popular on-trade serves and innovative flavours now available. In this feature we'll look at how retailers can build an RTD range that's right for their store and take advantage of the growth opportunities the category provides. We would welcome comments on the following:

- How would you assess the performance of RTDs in Scottish c-stores at present? What are the key trends that retailers should be tapping into? Where are the areas of growth?
- How has the Covid-19 pandemic affected category trends? Do you expect to see consumers maintain new shopping behaviours when restrictions are lifted? How can retailers build on any gains they may have made while hospitality restrictions have been in place?
- What flavours and formats are proving to be a hit with consumers at the moment? Why do you think that is?
- What are the key occasions that drive RTD sales in convenience stores and how can retailers ensure they've got the right range to take advantage of these opportunities?
- How should retailers merchandise RTDs in store? Without falling foul of Scottish licensing regulations, how can retailers create a display that is eye-catching and easy to navigate?

- How important are price-marked packs to success in the RTD category?
- Do you have any NPD or campaigns you would like to shout about?