

SCOTTISH GROCER FEATURE SYNOPSIS

APRIL 2021

SPIRITS AND PREMIUM MIXERS

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*

With Covid-19 restrictions effectively suspending the hospitality sector, Scotland's convenience retailers have become the go-to spot for spirits and mixers. In this feature we'll look at how retailers can capitalise on off sales growth during the pandemic to build a solid foundation for growth into the future. We would welcome comments on the following:

SPIRITS

- How would you assess the performance of spirits in Scottish c-stores at present? What are the key trends retailers should be aware of? Where are the areas of growth and what do you believe is driving success in the category?
- How has the Covid-19 pandemic affected category trends? Do you think these changes in consumer behaviour will continue once restrictions are eased?
- There has been a lot of innovation around low and no alcohol spirits over the last 12 months - how has this subcategory performed in the convenience channel and what demographic is buying into low and no ABV?
- Scottish retailers are limited in where they can place alcohol in store, often leading to spirits displays behind the tills. What advice can you offer retailers who want to build an eye-catching spirits display behind the till? How can

retailers merchandise their spirits range in a way that's easy to navigate while still ticking all the category boxes in terms of range?

- What are the key spirits occasions that you think retailers should be looking to capitalise on this summer? How can retailers best tap into the opportunities these occasions provide?
- What are the most successful spirit price-points and pack formats in Scottish convenience at present?
- Do you have any NPD or campaigns you would like to shout about?

MIXERS

- How would you assess the performance of mixers in Scottish c-stores at present? What are the key trends retailers should be aware of? Where are the areas of growth and what do you believe is driving success in the category?
- How has the Covid-19 pandemic affected category trends? Do you think these changes in consumer behaviour will continue once restrictions are eased?
- What merchandising advice can you offer retailers? C-store shoppers may be less familiar with some mixer brands/SKUs than core soft drinks SKUs - how can retailers create a mixer display that draws a customer's eye? What knowledge/advice can retailers share that might encourage a customer to try a new mixer brand/SKU?
- How has the increasing demand for low and no sugar/calorie drinks affected the mixer subcategory? What are the low/no 'must stocks' within mixers?
- Do you have any NPD or campaigns you would like to shout about?