

SCOTTISH GROCER FEATURE SYNOPSIS

MAY 2021 ISSUE

CIDER

Editorial contact for this feature is

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Deadline for editorial submission **Monday, April 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*

Nothing says summer quite like a cold can or bottle of cider, and while the weather isn't guaranteed, Scottish consumers' love for the category is a sure thing. In this feature we'll ask cider makers for their views on how Scottish convenience retailers can make this summer a season to remember. We would welcome comments on the following:

- How would you assess the performance of cider in Scottish c-stores at present? Where are the areas of growth and what are the key trends that retailers should be aware of?
- How has the pandemic affected cider trends/performance in the Scottish off trade and do you expect to see further changes as restrictions are eased?
- Within cider, how are the subcategories performing? How has apple fared in recent years? How important is the 'dark fruit' segment to overall cider success? Traditional/scrumpy cider?
- What ranging advice can you offer retailers? How should retailers adapt their cider range to the seasons? What should a strong core cider range include and where should retailers look to experiment with NPD?
- In your view, what is the smartest approach to merchandising cider in store?
- How is demand for low and no alcohol cider? Should retailers expect to

see growth/innovation in this area?

- Do you have any NPD or campaigns you would like to shout about?