

# SCOTTISH GROCER FEATURE SYNOPSIS

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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*

Euro 2020 is set to go ahead this summer, just one year later than planned. The tournament should provide Scotland with a huge opportunity, as the men's national side participate in their first major tournament since 1998. In this feature we'll look at how Scotland's retailers can make the most of what hopefully will not be a once-in-a-generation opportunity. We would welcome comments on the following:

- What categories should retailers focus their Euro 2020 activities around? What sort of promotions work well during major football tournaments?
- What pack formats do you reckon retailers should stock up on for Euro 2020?
- How can retailers use the tournament to create some in-store theatre? What advice can you offer retailers who may wish to create a bit of buzz within their community?
- With minimum pricing levelling the playing field at the value end of beer, wine and spirits, how would you assess the off sales opportunity for c-store retailers? What steps should retailers take to make sure they're off sales offer is fit for this summer's festival of football?
- What activities does your brand have planned around Euro 2020?
- Do you have any NPD or campaigns you would like to shout about?