

# SCOTTISH GROCER FEATURE SYNOPSIS

**MAY 2021 ISSUE**

## SOFT DRINKS

Editorial contact for this feature is

**Matthew Lynas** [matthew.lynas@peeblesmedia.com](mailto:matthew.lynas@peeblesmedia.com)

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*

Soft drinks are a core category for Scottish c-store retailers and success in the chiller can make a big difference to bottom lines. In this feature we'll take a look at how soft drinks are performing in the convenience channel and ask what retailers can do to improve their offer. We would welcome comments on the following:

- How would you assess the performance of soft drinks within Scottish convenience at the moment? What are the key trends that retailers should be aware of? Where are the areas of growth?
- What are the key shopper missions in soft drinks that retailers should be looking to tap into? What can retailers do to ensure their soft drinks range caters to all occasions, from those looking for instant refreshment to customers making a planned take-home purchase?
- How has increased consumer interest in sustainability affected the soft drinks category? What steps are you taking to reduce your impact on the environment? How are you communicating these actions to consumers? How might these activities benefit retailers?
- How important are PMPs to soft drinks success? How would you assess the availability of PMPs and what work has been done to ensure a viable margin for independent retailers?
- How can retailers use their soft drinks range to generate link sales?

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