

SCOTTISH GROCER FEATURE SYNOPSIS

June 2021

Summer Soft Drinks

Editorial contact for this feature is

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Deadline for editorial submission Friday, May 7th.

- *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.*

Summer is coming soon and, despite an April of cold weather and hail, there's still hope for sunshine and warmer weather – even in Scotland. In this feature we'll look at how c-store retailers can make the most of the mercury rising. We would welcome comments on the following:

Soft drinks

- How would you assess the performance of soft drinks in Scottish c-stores at the moment? What are the key trends retailers should be aware of? Where are the areas of growth?
- What should retailers expect from soft drinks brands this summer? What impact do you think easing lockdown restrictions will have on the category?
- How can retailers take advantage of the return of major summer sporting events to boost soft drinks sales? What advice can you offer retailers who want to introduce some in-store theatre to support soft drinks sales?
- Do you have any NPD or campaigns you would like to shout about?

Off sales

- How would you assess the performance of beer/cider/wine/spirits in Scottish c-stores at the moment? What are the key trends retailers should be aware of? Where are the areas of growth? How do you expect off sales to hold up as hospitality venues open their doors again?

- What pack formats are performing well in the Scottish off trade at the moment? What formats should retailers be looking to stock and where? (In the chiller? Multipack floor displays? Etc.)
- What flavours perform well in the summer months? How seasonal should off sales ranges be? What would you consider to be summer essentials for c-store retailers?
- Keeping mind of Scottish licensing laws, what merchandising/ranging tips can you offer retailers to help their off sales shine this summer?
- Do you have any NPD/campaigns you would like to shout about?