

## SCOTTISH GROCER FEATURE SYNOPSIS

July 2021

### Forecourts

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

Deadline for editorial submission Friday, June 4th.

- *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.*

Forecourt retailers have had mixed fortunes over the last year, as pandemic restrictions have seen demand for fuel drop, while at the same time many community stores have benefitted from customers staying closer to home. In this feature, we'll look at the opportunities open to forecourt retailers and ask how they can improve their retail offer to better serve their customers. We would welcome comments on the following:

- How would you assess the health of independent/symbol forecourt retailing at the moment? How have forecourt retailers coped with the challenges of the pandemic? How big is the opportunity for forecourt retailers now that Covid restrictions are easing?
- The forecourt is about more than just fuel. In your view, where should retailers be focusing their attention in their forecourt store? What are the key categories and how might these differ from a conventional c-store?
- How has the collapse of fuel demand during the pandemic affected forecourt retailers?
- How can retailers make use of technology to improve their offer/efficiency/reduce cost? What kinds of EPOS/back office systems are available and why should retailers consider investing in these? What sort of questions should retailers be asking when investing in new tech for their forecourt?
- What support/new innovations can you as a fuel supplier/symbol

group/brand offer forecourt retailers? How have you improved your product/service to forecourts?

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