

SCOTTISH GROCER FEATURE SYNOPSIS

July 2021

Spirits & Premium Mixers

Editorial contact for this feature is

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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.*

The hospitality sector may be opening up again, but consumers won't have lost the drink mixing skills they learned over lockdown. In this feature we'll look at how retailers can tap into continuing demand for premium spirits and mixers, as shoppers welcome friends and families to their homes again this summer. We would welcome comments on the following:

SPIRITS

- How would you assess the performance of spirits in Scottish c-stores? What are the key trends retailers should be aware of? How has the coronavirus crisis affected category performance? Do you expect to see pandemic trends persist as restrictions ease?
- What kind of spirits do consumers tend to purchase during the summer months? How does this differ to the rest of the year?
- Gin has been the darling of the off trade in recent years. Has it now reached peak popularity, or can c-store retailers expect to enjoy more success from the category? With so many gins to choose from, how can retailers make sense of the category when deciding what to stock?
- What about innovation across other types of spirits? What are the key trends within vodka? Are consumers seeking out new flavours? How important is brand recognition to category success?
- Whisky remains synonymous with Scotland and retailers in tourist areas should be well-placed to make the most of the demand. But what kinds of

whiskies work well in c-stores? How should they be displayed in store?

MIXERS

- How would you assess the performance of mixers in Scottish c-stores? What are the key trends retailers should be aware of? How has the coronavirus crisis affected category performance? ? Do you expect to see pandemic trends persist as restrictions ease?
- As on-trade outlets start to open their doors, how can retailers retain customers secured during lockdown?
- With health concerns ever-present, is there much demand for lower calorie premium mixers? What innovation can retailers expect to see in this area?
- Is there any NPD you want consumers to know about?