

SCOTTISH GROCER FEATURE SYNOPSIS

September 2021

Beers & Lagers

Editorial contact for this feature is

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Deadline for editorial submission Friday, 30th July.

- *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.*

Beer is the cornerstone of any successful off sales offer, presenting convenience retailers with the opportunity to drive footfall and generate strong sales. Minimum unit pricing in Scotland in particular has levelled the playing field, meaning there's potentially never been a better time for convenience retailers to raise their game when it comes to beer. We would welcome comments on the following:

- How would you assess the performance of beer/lager in the Scottish convenience channel? Covid-19 restrictions followed by a fiesta of football created ideal circumstances for off sales, but how do you expect beer/lager sales to hold up in the months ahead?
- How seasonal are beer and lager sales? Should retailers be looking to adapt their range as autumn arrives?
- What's your assessment of the performance of low/no alcohol variants?
- How important is sustainability to beer/lager brands? What steps have brands taken to reduce the impact of their packaging on the environment? How much interest is there among consumers/is there evidence this affects purchasing behaviour?
- What merchandising advice can you offer c-store retailers? How can retailers create an eye catching display while staying compliant with Scottish licensing rules?
- Do you have any NPD/campaigns you would like to shout about?