

## SCOTTISH GROCER FEATURE SYNOPSIS

September 2021

### Big Night In

Editorial contact for this feature is

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Deadline for editorial submission Friday, 30<sup>th</sup> 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.*

Socialising at home with friends is back on the cards again in Scotland, thanks to easing Covid-19 restrictions. Whether it's a family reunion or a long overdue flat-warming, the easing of restrictions presents plenty of opportunities to celebrating at home. In this feature we'll look at how retailers can capitalise on the big night in opportunity. We would welcome comments on the following:

- How has the big night in changed since the pandemic hit last year? What trends have emerged and do you expect to see these changes persist as restrictions are eased?
- What are the key big night in categories that retailers should be concentrating on? How can retailers cross-merchandise/create promotions to generate link sales/incremental sales and boost total basket spend?
- What merchandising/display advice can you offer retailers looking to create some in-store theatre around the big night in?
- How are low and no sugar options/healthier alternatives performing as part of a big night in offer? Is there demand for healthier options for those indulging at home?
- Do you have any NPD or campaigns you would like to shout about?