

## SCOTTISH GROCER FEATURE SYNOPSIS

August 2021

### Scottish Food & Drink Fortnight

Editorial contact for this feature is

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Deadline for editorial submission Friday, 2<sup>nd</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.*

From Saturday 4<sup>th</sup> September until Sunday, 19<sup>th</sup> September, local produce will take centre stage as the nation celebrates Scottish Food & Drink Fortnight. The annual event offers retailers an opportunity to shine a spotlight on the quality products Scotland has to offer across categories, and this year will be no different. In this feature we'll look at the power of 'brand Scotland' to drive sales and ask how c-store retailers can make sure they've got the right offer to take advantage of the opportunity. We would welcome comments on the following:

- How would you assess the performance of Scottish food and drink brands in the convenience channel? How does this compare to grocery/multiples?
- How much demand is there for Scottish produce from c-store shoppers? How powerful is 'brand Scotland' when it comes to driving incremental sales/encouraging trade-up?
- How have the export headaches of Brexit affected Scottish food and drink firms' approach to the domestic market?
- What can retailers do to make Scottish brands stand out in their store? What merchandising advice can you offer?
- How can retailers build a bit of in-store theatre and take advantage of the opportunities that events like Scottish Food & Drink Fortnight bring?
- Do you have any NPD/campaigns you would like to shout about?