

## SCOTTISH GROCER FEATURE SYNOPSIS

August 2021

### Soft Drinks

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.*

Soft drinks are a star category in Scottish c-stores, but retailers can always do more to extract an extra bit of performance from their chiller. In this feature we'll take a look at key category trends, as well as asking what retailers need to do to maintain a high rate of sale as summer turns to autumn. We would welcome comments on the following:

- How are soft drinks performing in Scottish c-stores in 2021? What are the key trends for the year and how can retailers effectively capitalise on these?
- As summer turns to autumn, how should the change of season be reflected in the soft drinks range? How does purchasing behaviour change? Are different formats and flavours affected in different ways as the nights start to draw in and temperatures drop?
- How are premium soft drinks performing in Scottish c-stores at present? What consumption occasions/shopper missions are driving purchases for premium soft drink brands?
- How important is sustainability to soft drink shoppers? How has your brand improved its eco-credentials and how are you communicating these changes to consumers?
- Do you have any NPD/campaigns you would like to shout about?