

SCOTTISH GROCER FEATURE SYNOPSIS

August 2021

Vodka & Gin

Editorial contact for this feature is

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Deadline for editorial submission Friday, 2nd 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.*

Many off trade retailers will have experienced sales like never before during the pandemic, but with the hospitality sector reopening, competition is heating up. In this feature we'll ask how c-store retailers can maintain the performance of vodka and gin in their store and take a look at some key category trends. We would welcome comments on the following:

- How would you assess the performance of gin and vodka in the Scottish convenience channel? How have these categories performed over the last 12 months and what are the key trends retailers should be aware of?
- As the hospitality sector opens its doors again, although under reduced capacity, how can retailers maintain the performance of vodka and gin in their store? What can they do to retain customers they may have gained during the pandemic?
- What ranging and merchandising advice can you offer retailers (keeping Scottish licensing regulations in mind)?
- What advice/resources are there out there to help retailers build their knowledge and demystify gin and vodka for shoppers?
- How has increased health consciousness among some consumers affected gin and vodka? How is demand for low/no alcohol gin and vodka-style drinks?
- Do you have any NPD or campaigns you would like to shout about?