

## SCOTTISH GROCER FEATURE SYNOPSIS

September 2021

### Functional & Energy

Editorial contact for this feature is

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Deadline for editorial submission Tuesday, August 31<sup>st</sup>.

- *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.*

Functional and energy drinks fly out of the chillers in Scottish c-stores, helping to drive the performance of the total soft drinks category. In this feature, we'll look at how the category is evolving and ask what retailers can do to ensure their functional and energy offer is fit for purpose. We would welcome comments on the following:

- How would you assess the performance of functional and energy brands in Scottish c-stores? Where are the areas of growth? What are the key trends that retailers should be aware of?
- How has the functional and energy category evolved in recent years? What is the direction of travel for innovation in the category (flavours? Low and no sugar? Functional additives? etc.)
- What shopper missions are driving functional and energy sales in the convenience channel? How did the pandemic affect shopper behaviour and do you expect to see a return to pre-pandemic norms in the weeks and months ahead?
- What pack formats are proving popular and how can retailers ensure they're striking the right balance in their store?
- What ranging/merchandising advice can you offer Scottish c-store retailers?
- Do you have any NPD or campaigns you would like to shout about?