

SCOTTISH GROCER FEATURE SYNOPSIS

November 2021

Christmas Drinks

Editorial contact for this feature is

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Deadline for editorial submission, Friday 1st October

- *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.*

Christmas is a time of good cheer and festive gatherings at home often involve a wee drink or three. In this feature we'll assess the opportunity the festive period presents for drinks brands and convenience stores and ask how retailers can ensure they've got their offer right for Santa Claus coming to town. We would welcome comments on the following:

- What are the key Christmas drinks trends that retailers should be aware of? How should their offer differ from the rest of the year? What kind of products are consumers looking for over the festive period?
- With minimum pricing in Scotland creating a floor on alcohol prices across all outlets, how much of an opportunity is there for independents to compete with the multiples? What steps can retailers take to ensure they've got an offer that stands out from their local supermarket competition?
- Following a subdued Christmas 2020 for many, are you expecting to see an increase in social gatherings this festive season? How can retailers ensure they're drinks range is fit to capitalise on the return of Christmas parties/family gatherings?
- How confident are you of maintaining availability through the festive period? How has the HGV Driver crisis impacted on your supply chain? What steps have you taken to maintain availability at the best possible levels?
- What can retailers do to build some in-store theatre around drinks this Christmas?
- How does the festive period affect demand for different pack sizes/formats?
- Do you have any NPD or campaigns you would like to shout about?