

## SCOTTISH GROCER FEATURE SYNOPSIS

November 2021

### Spotlight on wholesalers

Editorial contact for this feature is

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Deadline for editorial submission, Friday 1<sup>st</sup> 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.*

Standing still is going backwards in Scottish retail. Wholesalers know this, which is why they're fiercely competitive and constantly evolving their offers. In this feature we'll shine a spotlight on the wholesalers serving Scotland's retailers and ask what improvements they've made for their retailer customers. We would welcome comments on the following:

- How have you evolved your offer over the last 12 months? What are the key goals of your business when it comes to serving retailer customers and how have you measured up to those goals? How do you assess success?
- What improvements have you made to your symbol offer? What kind of retailers are you looking for to join your symbol? What's your symbol's USP? What terms do you offer retailers who sign up? Any support on joining?
- What technological solutions can you offer retailers? What digital services or equipment can you offer to help retailers operate more efficiently and improve their own offer in store?
- What's your wholesaler's approach to pricing and promotions? What cycle do your promotions run on? What sets your promotions apart from competitors?
- What solutions can you offer retailers looking to expand and improve their offer, be that with food to go, home delivery, loyalty schemes, etc?
- How is your relationship with suppliers? What steps do you take to ensure a strong relationship with suppliers and – consequently – the best value for your retailer customers?
- Do you have any news you would like to share?