

SCOTTISH GROCER FEATURE SYNOPSIS

December 2021

Christmas Top Up

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

Deadline for editorial submission Friday 5th November

- *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.*

Shopping during the festive period may prove to be more challenging this year, with the HGV driver shortage adding to the pressure of last-minute purchases. During lockdown last year, in times of supply chain strain, shoppers turned to their local c-stores – so there's every reason to think they'll do so again. In this feature, we will look to see how c-store retailers make the most of the Christmas Top Up shopper mission. We would welcome comments on the following:

- What categories perform well from top-up shopping over the Christmas period? Which SKUs are key for retailers to stock up on for the top-up mission?
- Which categories commonly generate distress purchases over the festive period and how does this differ from the rest of the year? What last minute festive essentials should retailers be introducing to their range?
- What steps has your firm taken to ensure good availability over the festive period?
- How can retailers best advertise their store as a good place for last-minute Christmas essentials? How can they site these products in store? How could the top up mission offer an opportunity for impulse sales?
- Do you have any NPD/campaigns you want to shout about?