

SCOTTISH GROCER FEATURE SYNOPSIS

December 2021

Christmas and New Year Drinks

Editorial contact for this feature is

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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.*

After a Christmas in lockdown last year, festive celebrations are likely to be anything but a Silent Night this year with consumers keen to make up for what they missed out on. This offers an opportunity for c-store retailers to capitalise with a drinks range that hits the mark at Christmas and New Year. We would welcome comments on the following:

- How big of an opportunity do the end of year celebrations present for convenience stores? What do you think will be the key sales drivers this festive period? How might this differ from previous years?
- What are some of the drink trends that retailers can capitalise on for this festive season? How do these trends change as celebrations begin?
- What shopper missions drive drinks purchasing in c-stores over the Christmas period? How can retailers ensure they're equipped to cater to these missions? With some consumers planning to go bigger for Christmas this year, what changes should retailers expect for shopping missions this year? Should retailers stock up on more premium products? (Champagne? Single malt whiskies? Premium beers or ciders?)
- What pack formats do you expect to perform well over Christmas and New Year?
- Do you have any NPD/campaigns you would like to shout about?