

SCOTTISH GROCER FEATURE SYNOPSIS

January 2022

Whisky & Burns Night

Editorial contact for this feature is

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Deadline for editorial submission: Monday, 29th 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.*

Burns Suppers could make their return this January with many looking to cut their haggis “wi’ ready slight,” once again. Pandemic restrictions will have seen the best laid plans gang agley in 2021, but the scene is set for a triumphant return. In this feature, we’ll look to see how retailers can capitalise on the opportunity Burns Night 2022 brings this year. We would welcome comments on the following:

- How does the opportunity of Burns Night 2022 compare to previous years? How can retailers look to help consumers make up for the muted celebration of 2021?
- What are the key categories that perform well over Burns Night? How can retailers make the most of this opportunity? Do you anticipate other more unexpected categories to perhaps perform well? (Veganism/Healthy Eating?)
- What merchandising or ranging advice do you have for retailers to help them capitalise on sales in the lead up to Burns Night?
- How can retailers use Burns Night to drive sales or increase footfall during January? What sort of deals or promotions work well at this time of year?
- Do you have any NPD you would like to shout about?