

SCOTTISH GROCER FEATURE SYNOPSIS

February 2022

Beer & Ciders

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6032

Deadline for editorial submission Wednesday, 5th January

- *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.*

Many Scottish consumers rediscovered their c-store over the course of the pandemic, with off sales performing particularly well. In this feature we'll look at how retailers can build on the reputation their beer and cider range may have built over the last year as well as the key trends affecting the category. We'd welcome comments on the following:

- How is beer and/or cider performing in the off trade at present? How are c-stores performing in terms of market share vs. at the height of the pandemic?
- Are pandemic trends still affecting category trends? What impact has the pandemic had on shopping behaviour (Pack formats? Premiumisation? Footfall/shopper frequency? Etc.)
- What support can you offer retailers looking to improve their beer/cider offer? Keeping Scottish licensing laws in mind, what advice can you offer in terms of ranging and merchandising?
- How are low- and no- options performing in Scottish c-stores? How does this compare to other channels? What can Scotland's convenience retailers do to improve the performance of low- and no- options in their store?
- Do you have any NPD/campaigns you want to shout out?