

SCOTTISH GROCER FEATURE SYNOPSIS

February 2022

Forecourts

Editorial contact for this feature is

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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.*

Forecourt retailing has gone through some exciting evolutions in recent years, with many of today's filling stations now offering a c-store experience that competes with the very best stores in Scotland. In this feature we'll look at the key trends affecting Scottish forecourt stores and ask what retailers can do to take their offer to the next level. We'd welcome comments on the following:

- In your view, how did forecourt retailers rise to the challenges of 2021? What impact did the reduction of commuter traffic and total journeys have on the channel?
- What are the key trends within forecourt retailing at the moment? Where are the biggest opportunities with the highest margins?
- How important is a smart forecourt interior to successful retailing? What advice could you offer a retailer looking to revamp their forecourt?
- What facilities should retailers consider investing in on the fuel side of their forecourt business? Are there any new technologies in terms of payments, alternative fuels or other forecourt solutions that retailers might wish to consider?
- What merchandising/ranging advice can you offer forecourt retailers? What is the key to creating a store flow that works for a forecourt and how might this differ from other c-store sites?