

## SCOTTISH GROCER FEATURE SYNOPSIS

February 2022

### St Patrick's Day

Editorial contact for this feature is

Callum McDade [callum.mcdade@peeblesmedia.com](mailto:callum.mcdade@peeblesmedia.com) 0141 567 6032

Deadline for editorial submission Wednesday, 5<sup>th</sup> 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.*

With the return of more drinking occasions after lockdown, retailers will be looking to have the luck of the Irish on their side to drive sales for St Patrick's Day this year. In this feature we will look at the opportunity that St Patrick's Day presents for retailers and how they use the occasion to drive sales. We would welcome comments on the following:

- What are the key categories for St Patrick's Day? What opportunities are there for convenience store retailers? How much of a lift can retailers expect to see for brands/categories associated with the occasion?
- How can retailers build excitement in their store for St Patrick's Day whilst keeping in line with Scottish alcohol licensing rules? How can retailers build in-store theatre to help to drive basket spend this year?
- How can retailers use the occasion to engage with their local communities to help drive sales? Is there scope for stores to run St Patrick's Day events in their communities? What support/resources/advice can brands offer in this regard?
- Do you have any NPD/campaigns you would like to shout out?