

SCOTTISH GROCER FEATURE SYNOPSIS

March 2022

Gin

Editorial contact for this feature is

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Deadline for editorial submission, Thursday 27th 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.*

Gin continues to prove exceptionally popular with Scottish consumers, with the emergence of small-batch and premium brands over the last decade fuelling interest in the category. In this feature we will be looking at the performance of gin in Scotland's c-stores at present as well as what the category offers retailers for the future. We would welcome comments on the following:

- How would you assess the performance of gin in Scottish convenience? How does this compare to other spirits categories? Where are the areas for growth in gin? What are some key gin trends that you believe c-store retailers should be aware of?
- How has gin fared in the off trade during the pandemic? Do you expect to see pandemic shopper behaviour maintained as restrictions continue to ease? How can retailers use their gin range to retain new customers they may have picked up during the pandemic?
- With so many brands and botanicals to choose from, how can retailers ensure they're up to speed on the latest category trends? What resources can brands offer retailers looking to boost their gin knowledge? What advice can you offer retailers who wish to make navigating the category as easy as possible for their customers?
- What advice do you have for retailers looking to improve their gin range? What do you consider to be the 'must stocks' in terms of brands, styles, flavours and pack formats? What approach do you recommend when it comes to trialling NPD?
- Do you have any NPD/campaigns you want to shout about?