SCOTTISH GROCER FEATURE SYNOPSIS
March 2022
RTD and Hard Seltzers

Editorial contact for this feature is
Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074
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.*

Scottish consumers love a cocktail, but few have a home-bar stocked with chartreuse, dry vermouth and everything in between. It should come as no surprise then that RTDs and hard seltzers are booming in c-stores, offering shoppers instant access to everything from classic cocktails to low calorie refreshment. In this feature we'll look at how retailers can make the most of these emerging drinks categories. We would welcome comments on the following:

• How would you assess the performance of RTDs and Hard Seltzers in the Scottish convenience channel? Where are the areas of growth? What are the category trends that retailers should be aware of?

• The Hard Seltzer category is a well-established off sales giant in other markets: what lessons can Scottish c-store retailers learn from their colleagues in the US and elsewhere?

• What shopper missions are driving sales of RTDs and Hard Seltzers in convenience? What kinds of customers are purchasing these products? How valuable are these consumers to the convenience channel as a whole?

• The number of RTDs and Hard Seltzers on the market has been expanding at a rapid rate. What ranging advice can you offer retailers with limited space? What should a core range include? What are the key flavours, brands and formats that should be covered?

• Do you have any NPD or campaigns you would like to shout about?