

## SCOTTISH GROCER FEATURE SYNOPSIS

March 2022

### Technology

Editorial contact for this feature is

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Deadline for editorial submission, Thursday 27<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.*

Retail technology has come on leaps and bounds, while the pandemic has led to a rapid increase in the adoption of new solutions for the convenience channel. In this feature we'll be looking at the ways c-store retailers can upgrade their offer with the best tech available. We would welcome comments on the following:

- In your view, what have been some of the key developments and trends in retail technology over the last year? How have these developments supported c-store retailers? What innovations should retailers expect to see in 2022?
- What questions should retailers be asking when investing in technology? How can retailers ensure they're getting the most bang for their buck? What are the key considerations when it comes to getting a solution that is the right fit for an individual store?
- How have retail apps shaken up the convenience channel? In a competitive landscape, with no shortage of emerging brands, how can retailers ensure they introduce a solution that will still be around in the medium to long term?
- What improvements have been made in the world of EPOS over the last 12 months? How do innovations in EPOS benefit c-store retailers? How can retailers ensure they are getting the most from the various functions on their EPOS solution? What are the advantages to taking the time to get better acquainted with an EPOS system, and what support can suppliers offer to assist with this?
- Do you have any NPD you want to shout about?