

SCOTTISH GROCER FEATURE SYNOPSIS

March 2022

Wholesale

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.*

Wholesalers continue to face extraordinary challenges, with disruption from the pandemic and Brexit putting serious pressure on supply chains. Despite this, those supplying Scotland's c-store retailers continue to do an admirable job and they continue to innovate despite the turbulence they face. In this feature we'll look at what Scotland's wholesalers have to offer and ask how retailers can ensure they've got the right partner for their store. We would welcome comments on the following:

- What services do you currently offer either or both in delivered wholesale or cash & carry?
- What improvements have you made to your offer over the last 12 months? Investment in depot? New product ranges? Expanded food to go/chilled? Changes to ordering/delivery processes?
- What steps have been taking to maintain availability as best as possible under the pressures of Covid and Brexit? What sort of levels have you been able to maintain across key categories for convenience? How important are strong supplier relationships when it comes to maintaining the supply chain in challenging times?
- What do you think sets your business apart from the competition in Scotland? What's your USP? Why should Scottish convenience retailers consider giving you their business?
- Beyond competitive pricing, what additional support can you offer convenience retailers?
- Have you made any significant technological developments in the last 12 months? If so, what are they and how do they benefit your c-store retailer customers?
- Are there any developments in your symbol/fascia/retail club that you

think retailers should be aware of?

- What approach are you taking to improving your firm's environmental credentials? What sustainability goals are you working towards? What steps have you taking so far?