

## SCOTTISH GROCER FEATURE SYNOPSIS

April 2022

### Best of Scottish Food & Drink

Editorial contact for this feature is

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Deadline for editorial submission, Friday 25<sup>th</sup> February

- *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.*

Scotland produces some truly outstanding food and drink, from world famous heritage whisky distillers to innovative new products from emerging brands. Could Scotland's c-store retailers be doing more to capitalise on the quality on their doorstep? In this feature we'll look at the opportunities Scotland's excellent food and drink sector create for c-store retailers that stock up on local. We would welcome comments on the following:

- How are Scottish brands performing domestically at present? Has the pandemic-driven increase in shopping local translated into consumers buying more local products? How do stores compare to other channels when it comes to stocking Scottish brands? What are the advantages for c-stores that do stock a sizeable range of locally sourced products?
- How has Brexit affected consumer perceptions/demand for Scottish products. With Scottish food and drink exporters facing increased costs, should retailers expect to see a greater focus on the domestic market?
- How have you improved your range over the last year? Do you have any NPD in the pipeline? Media campaigns? What steps have you taken to make your brand resonates with consumers in 2022?
- How important is it for Scottish food & drink producers to work together? What are the benefits of collaborating with other brands/retailers/supply chain partners? Can you highlight any projects/events you're involved with that seek to raise the profile of/create opportunities for Scottish food & drink brands.
- How important is provenance to Scottish shoppers? What are the advantages in stocking locally sourced goods? Is there demand in convenience for more premium local products?
- What can retailers do to flag the provenance/heritage of Scottish brands in

their stores? How can retailers effectively use secondary sitings, FSDUs, gondola ends and other devices to drive customers towards Scottish products?

- Do you have any NPD/campaigns you would like to shout about?