SCOTTISH GROCER FEATURE SYNOPSIS
April 2022
Spirits & Premium Mixers

Editorial contact for this feature is
Callum McDade callum.mcdade@peeblesmedia.com 0141 567 6032
Deadline for editorial submission, Friday 25th 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.

Few categories go hand in hand quite like spirits and premium mixers. These complementary categories represent a great opportunity for retailers to generate some link sales, and in this feature we'll look at how retailers can ensure they're making the most of both. We would welcome comments on the following:

• How are spirits & mixers performing in Scottish c-stores at present? Where are the areas for growth? How can retailers make the most of this growth? What are the key trends retailers should be aware of?

• How has the reopening of hospitality affected spirit and mixer sales in the off trade? What can retailers do to retain the volumes achieved under lockdown? How can retailers capitalise on the reputation they may have built up for spirits and mixers over the course of the pandemic?

• Spirits and mixers are both categories with no shortage of NPD; what approach do you recommend to trialling new products? How can retailers with limited space ensure they strike the right balance between giving new SKUs a chance, while also ensuring every product on shelf earns its spot?

• How has the health and wellness trend affected spirits/mixers? How is demand for healthier alternatives? Who is buying these products? How can retailers effectively communicate low/no options in their store?

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