

SCOTTISH GROCER FEATURE SYNOPSIS

May 2022

Cider

Editorial contact for this feature is

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Deadline for editorial submission, Thursday 31st March.

- *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.*

Summer and cider go hand in hand and after a chilly start to the year, many consumers will be looking forward to enjoying a cold cider in the warm sunshine. In this feature we will look at how convenience retailers can make the most of the cider category in their store. We would welcome comments on the following:

- How would you assess the performance of cider in the Scottish c-stores at the moment? What are the key trends retailers should be aware of? Where are the areas of growth?
- How seasonal are cider sales in the off trade? Summer sunshine features prominently in advertising campaigns across brands, but is there a year round cider opportunity in Scotland?
- Cider faces competition from an RTD category that's experiencing a flurry of NPD. What innovations can we expect from cider makers, in terms of flavour and format, to retain the category's popularity among Scottish consumers?
- How does category performance break down by style/flavour? Is apple still the top dog? How does this compare to other fruit flavours? What about cloudy/traditional variants? High strength?
- What ranging/merchandising advice can you offer? How important is it to keep a selection of ciders in the chiller? What should a core range comprise in a Scottish convenience store? How can retailers trial NPD effectively without risking total category sales?
- Has demand increased for low and no cider options? What innovation can retailers expect to see in this area?
- Do you have any NPD or campaigns you would like to shout about?