

## SCOTTISH GROCER FEATURE SYNOPSIS

July 2022

### Spirits & Premium Mixers

Editorial contact for this feature is

Matthew Lynas [matthew.lynas@peeblesmedia.com](mailto:matthew.lynas@peeblesmedia.com) 0141 567 6074

Deadline for editorial submission: Friday 27<sup>th</sup> May

- *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.*

Off sales and mixers were big business during Covid lockdowns, but how are they performing in convenience now that the hospitality sector is firing on all cylinders. In this feature we'll look at current category trends and ask brands to weigh in with their recommendations for retailers looking to create the best spirits and mixers offer possible. We would welcome comments on the following:

#### SPIRITS

- How would you assess the performance of spirits in Scottish c-stores? What are the key trends retailers should be aware of? How have off sales held up since hospitality fully reopened?
- How seasonal are spirits sales? Should retailers consider altering their range to improve performance in the summer months before transitioning into the autumn?
- What are the emerging spirits/variants/styles in at the moment? How much influence do on-trade trends have on off trade performance? In your view, what will the 'next big thing' be in spirits?
- Whisky remains synonymous with Scotland and retailers in tourist areas should be well-placed to make the most of the demand. But what kinds of whiskies work well in c-stores? How should they be displayed in store?
- There has been a lot of activity around alcohol free within the spirits category. What evidence is there that this is landing with consumers? Who is the alcohol-free spirit shopper and how (if at all) do they differ from the alcohol-free beer shopper? What would you say to a c-store retailer who may be on the fence about introducing alcohol-free spirits for the first time?
- Do you have any NPD/campaigns you would like to shout about?

#### MIXERS

- How would you assess the performance of mixers in Scottish c-stores?  
What are the key trends retailers should be aware of? The pandemic saw many consumers add some mixology skills to their arsenal – are they continuing to make cocktails at home now that hospitality is open?

- With health concerns ever-present, is there much demand for lower calorie premium mixers? What innovation can retailers expect to see in this area?

- Spirits can be confusing enough, but mixers adds a pairing component that may be beyond many retailers who do not drink themselves. What advice/resources can you offer retailers to ensure they're passing on the best recommendations to their customers in terms of spirits and mixers?

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