

SCOTTISH GROCER FEATURE SYNOPSIS

June 2022

Summer Drinks

Editorial contact for this feature is

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Deadline for editorial submission, Friday 29th April.

- *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 is a time for celebrating, even if Scottish weather tries to put a dampener on the party. In this feature we will look at how Scottish c-stores can make the most of the season through both soft drinks and off sales. We would welcome comments on the following:

Soft drinks

- How would you assess the performance of soft drinks in Scottish c-stores at the moment? What are the key trends that retailers should be aware of? Where are the areas of growth?
- What pack formats are performing well at present? Do you expect this to change/evolve as summer approaches?
- What summer occasions/shopper missions should retailers look to capitalise on? How should retailers react when the mercury rises/when a major event occurs?
- Consumers are increasingly feeling the pinch as the cost of living soars. In this context, how important are PMPs to soft drinks success in convenience? What are the benefits to stocking PMPs and what steps have brands taken to make the format an attractive proposition in terms of margin?
- Do you have any NPD or campaigns you would like to shout about?

Off sales

- How would you assess the performance of beer/cider/wine/spirits in Scottish c-stores at the moment? What are the key trends retailers should be aware of? Where are the areas of growth?
- What flavour trends are influencing off sales performance in the Scottish convenience channel? How much seasonality is there when it comes to off sales and how can retailers ensure they've got a range that's the right fit for summer?

- What pack formats are performing well in the Scottish off trade at the moment? How can retailers ensure they're striking the right balance between singles and multipack formats?
- Without falling foul of restrictive Scottish licensing rules, what merchandising advice can you offer retailers who would like to build an engaging off sales display in their alcohol area?
- Do you have any NPD or campaigns you would like to shout out?