

## SCOTTISH GROCER FEATURE SYNOPSIS

June 2022

### Sustainability

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 29<sup>th</sup> 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.*

Sustainability is more than a passing trend, it's essential to the health and wealth of all – something which consumers are increasingly aware of. In this feature we'll look at the steps brands have taken to act more sustainably and ask how retailers can effectively signpost more environmentally-friendly options in their store. We would welcome comments on the following:

- Where are the key sustainability battlegrounds in the convenience channel? What are the main environmental concerns for your brand/category and what steps are being taken to improve outcomes?
- How important is sustainability to Scottish consumers? What evidence is there that a brand's environmental credentials has an impact on shopper purchasing decisions? What consumers are most keenly attuned to the environmental impact of their shopping habits? How valuable are these consumers to c-store retailers now and in the future?
- What are the benefits of highlighting more environmentally-friendly options in store? How can retailers do this effectively? A dedicated green section? Greater use of POS? Social media engagement or other marketing activities?
- What targets has your brand set itself on sustainability in the short, medium and long term and what will you do to achieve these goals? What have you done so far and how does this benefit retailers, customers and the environment?
- Do you have any NPD or campaigns you would like to shout about?