

SCOTTISH GROCER FEATURE SYNOPSIS

August 2022

Scottish Food & Drink Fortnight

Editorial contact for this feature is

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Deadline for editorial submission, Friday 1st July

- *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.*

Scottish Food & Drink Fortnight will kick off on 2 September, offering Scotland's retailers the perfect opportunity to shout about the nation's quality produce. In this feature we'll take a look at the quality food and drink that's out there and ask brands why they believe Scottish products continue to prove so popular with consumers – as well as what retailers can do to boost sales further.

We would welcome comments on the following:

- How would you assess the performance of Scottish food and drink brands in the convenience channel? Has there been any movement on this over the course of the pandemic? How does the convenience channel compare to grocery/multiples?
- How healthy is the demand for Scottish food and drink at present? What do you think drives that demand? How powerful is 'brand Scotland' when it comes to driving incremental sales/encouraging trade-up to more premium lines?
- Brexit red tape, rising container prices and spiralling fuel costs all put pressure on imports and exports – does this create a golden opportunity to grow sales of Scottish food and drink at home?
- How open are Scottish brands to working in partnership with retailers? Is there scope to host tasting events, pitch in with community events or other occasions? How can retailers and producers link up to ensure both make the most of the Scotland Food & Drink Fortnight opportunity?
- How can retailers build in-store theatre around their Scottish food and drink range? What advice can you offer looking to effectively signpost products made in Scotland?
- Do you have any NPD/campaigns you would like to shout about?

