

## SCOTTISH GROCER FEATURE SYNOPSIS

August 2022

### Soft Drinks

Editorial contact for this feature is

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Deadline for editorial submission, Friday 1<sup>st</sup> 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.*

The soft drinks category is a giant of the convenience channel representing a significant proportion of sales in Scottish stores. In this feature we'll ask brands to offer their assessment of the latest category trends as well as what seek advice on how c-store retailers can ensure they're making a success of this critical category. We would welcome comments on the following:

- How have soft drinks performed in Scottish c-stores so far this year? Where are the areas of growth? What are the key category trends retailers should be aware of?
- Many household budgets are tightening this year, how can retailers ensure they've got a soft drinks offer to cater to all customers? How important are PMPs to soft drinks success? In what other ways can retailers communicate value to their customers?
- What formats are performing well at present? Are multipacks/take-home formats continuing to sell at lockdown levels? Have impulse lines recovered?
- How important is sustainability trend to soft drink shoppers? What steps has your firm taken to reduce its impact on the environment? How can brands help retailers to better communicate a brand's improved eco-credentials and why is this worth doing?
- How is demand for healthier options/low and no sugar? What about functional drinks that offer something more (fortified drinks etc.)?
- Do you have and NPD or campaigns you would like to shout about?