

SCOTTISH GROCER FEATURE SYNOPSIS

August 2022

Vodka & Gin

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.*

Scotland may be home to world famous whisky distilleries, but clear spirits continue to be where the volume sales are at in the domestic market. In this feature, we'll look at how both vodka and gin are performing in the Scottish convenience channel and ask what retailers can do to ensure they've got the best offer possible for their customer base. We would welcome comments on the following:

- How would you assess the performance of gin and vodka in the Scottish convenience channel? How have these categories performed over the last 12 months? What are the key trends retailers should be aware of?
- Many customers are facing cost pressures as the cost of living crisis starts to bite. How can retailers ensure they've got the right balance of price points across their vodka and gin offer? How important are price-marked packs and communicating value to consumers during tough economic times?
- How are flavours performing in vodka/gin? What kind of flavours/botanicals are proving popular with consumers and should retailers expect to see further innovation in this area?
- Pandemic restrictions saw many consumers turn their hand to mixology at home, as the hospitality sector was forced to close. With venues open, how can retailers ensure they're able to retain those customers picked up at the height of the pandemic?
- How is demand for low/no alcohol vodka and gin style drinks?
- Do you have any NPD or campaigns you would like to shout about?