

## SCOTTISH GROCER FEATURE SYNOPSIS

September 2022

### Beers & Lagers

Editorial contact for this feature is

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Deadline for editorial submission, Friday 5<sup>th</sup> August.

- *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.*

Beers and lagers are the cornerstone of a convenience off sales offer and so it's vital that retailers get this category right. In this feature we'll look at current beer trends and ask what retailers can do to improve performance in their store. We would welcome comments on the following:

- How would you assess the performance of beers/lagers in the convenience channel? How have category sales held up in c-stores since the hospitality sector reopened? What are the key trends retailers should be aware of?
- How seasonal are beer and lager sales in Scotland? Should retailers be altering their range to meet seasonal demand? What about special events/occasions? Are there any opportunities on the horizon that you think retailers should be using to boost beer and lager sales?
- How would you assess the availability of low and no options in the convenience channel? Could independent retailers be doing more to capitalise on demand for low and no options?
- How important is sustainability to beer and lager brands and what steps has your brand taken to boost its eco-credentials? How do you communicate these efforts to consumers?
- What merchandising advice can you offer c-store retailers (keeping Scottish licensing rules in mind)?
- Do you have any NPD/campaigns you would like to shout about?