

SCOTTISH GROCER FEATURE SYNOPSIS

October 2022

RTDs & Hard Seltzers

Editorial contact for this feature is

Callum McDade callum.mcdade@peeblesmedia.com 0141 567 6032

Deadline for editorial submission, Wednesday 31st 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.*

RTDs and hard seltzers have been the breakout stars of the off trade over the last 12 months. The category is growing in popularity and the focus on convenience found across brands should make RTDs and hard seltzers the perfect fit for Scottish c-stores. In this feature we'll take a look at current category trends and ask how retailers might improve their offer to maximise the opportunities that RTD and hard seltzers provide. We would welcome comments on the following:

- How are RTDs performing across the Scottish convenience channels at present? Where are the areas for growth? What is driving this growth? What key trends should c-store retailers be aware of?
- How has the category evolved over the last 12 months and what's driving this growth? How have brands stepped up to engage with customers and increase category engagement? What more can retailers expect to see from brands in this regard?
- What shopper missions drive sales of RTDs and hard seltzers in the Scottish convenience channels? How valuable are these shoppers to c-stores?
- What are the key factors influencing purchasing decisions? Brand? Flavour? Format? Something else?
- What ranging/merchandising advice can you offer c-store retailers looking to introduce or expand RTDs and hard seltzers in their store?
- Do you have any NPD or campaigns you would like to shout about?