

SCOTTISH GROCER FEATURE SYNOPSIS

November 2022

Christmas Drinks

Editorial contact for this feature is

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Deadline for editorial submission: Friday 30th September

- *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.*

Christmas is as big as it gets for off sales in Scotland, with no shortage of opportunities to raise a glass. Soft drinks also stand to benefit from seasonal celebrations and in this feature we'll look at how retailers can boost drinks sales across the c-store. We would welcome comments on the following:

- How would you assess the performance of off sales and soft drinks over the festive period? How big an opportunity is there to pick up incremental sales in store? How have drinks performed the last few festive periods and should retailers expect to see similar volumes this Christmas?
- What are the key drinks trends that retailers should be aware of for this Christmas?
- Does your brand have any festive product launches prepared for Christmas 2022? How important is NPD to festive success in the convenience channel? How can retailer effectively integrate new/seasonal products into their range?
- With the cost-of-living crisis in mind, how can retailers ensure they are communicating value to consumers over Christmas?
- What can retailers do to build some in-store theatre around their drinks section?
- How does the festive season affect demand for different pack sizes/formats?
- Do you have any NPD or campaigns you would like to shout about?