

SCOTTISH GROCER FEATURE SYNOPSIS

December 2022

Christmas & New Year Drinks

Editorial contact for this feature is

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Deadline for editorial submission Friday 28th October

- *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.*

Last Christmas there were plenty of consumers looking to make up on lost time due to Covid restrictions, this year there will still be plenty looking to do something special. This provides c-store retailers with a key opportunity to capitalise with a drinks range that can cater for the end of year celebrations. We would welcome comments on the following:

- How big an opportunity do the end of the year celebrations present for convenience stores? What do you think will be the key sales driver for the remainder of the festive season? How has this differed from previous years?
- What are some drinks trends that retailers can capitalise on in the final weeks of the year? How do these trends change as celebrations begin? Is there a slight change here between Christmas and New Year's?
- What shopping missions are driving drinks purchases in c-stores over the festive period? How can retailers ensure they are well equipped to cater to this?
- How do you anticipate the cost-of-living crisis to impact on end of year celebrations? Is there still room here for retailers to trade-up with customers through a selection of more premium products?
- What pack formats do you expect to perform well over Christmas and New Year? Does this change between the two celebrations?
- Do you have any NPD/campaigns you would like to shout about?