

SCOTTISH GROCER FEATURE SYNOPSIS

November 2022

Filters, papers and lighters

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.*

RYO has been gaining ground in Scottish c-stores for years, bringing demand for filters, papers and lighters with it. In this feature we look at how retailers can set category sales alight in the convenience channel. We would welcome comments on the following:

- How would you assess the performance of filters, papers and lighters in Scottish convenience stores? How have category trends evolved in recent months?
- What can retailers do to better show off their range of filters, papers and lighters? What support can brands offer in this area? Merchandising support/advice? POS materials?
- How might the cost-of-living crisis affect demand for filters, papers and lighters? With rising costs of utilities this winter, do you expect to see increased demand for candles – and consequently lighters?
- What advice do you have for ranging filters, papers and lighters in c-stores? What opportunity does Bonfire Night present?
- Do you have any NPD or campaigns you would like to shout about?