

## SCOTTISH GROCER FEATURE SYNOPSIS

November 2022

### Wholesalers

Editorial contact for this feature is

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Deadline for editorial submission: Friday 30<sup>th</sup> 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.*

The fortunes of wholesalers and c-store retailers are tied together and when the partnership works well, it means profits for both parties. In this feature we'll shine a light on the wholesalers serving the Scottish convenience channel and take a look at what changes/improvements they've made to improve their offer. We would welcome comments on the following:

- How have you evolved your offer over the last 12 months? What are the key goals of your business when it comes to serving retailer customers and how have you measured up to those goals?
- How have you improved your offer for symbol stores? What kind of retailers are you looking to join your symbol? What is your USP for your symbol? What terms do you have for retailers looking to sign up to your symbol? What support do you offer retailers looking to join?
- With the cost-of-living crisis in mind, have you adapted your range to offer retailers more products that consumers may view as value oriented? What is your firm's approach to pricing and promotions? What sets your promotional offer apart from your competitors?
- What changes have you made to your symbol offer? Why should retailers consider your symbol over competitors?
- How is your relationship with suppliers? How do you maintain a strong relationship with them? How do your retailer customers benefit from this strong relationship?
- Do you have any news you would like to share?