SCOTTISH GROCER FEATURE SYNOPSIS
January 2023

Dry January

Editorial contact for this feature is
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Deadline for editorial submission is Friday, 18th November

• *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.*

After a winter of celebrations, plenty of people will be looking to cut back on alcohol this month. And with the rising trend for low and no options, more consumers than ever could be taking part in a Dry January. In this feature, we will look at how convenience store retailers can support their customers in taking part in the Dry January challenge with a selection of options to fit consumers' taste buds. We would welcome comments on the following:

• How would you assess the performance of low and no-alcohol alternatives in the convenience channel at the moment? Where are the areas for growth here? What are the key trends retailers should be aware of?

• What are the shopper missions driving low and no-alcohol options? What pack formats appeal most to these consumers? How can retailers use this to drive category sales?

• How do challenges like Dry January affect sales for low and no-alcohol options? How can retailers encourage their customers to take part in the month-long challenge?

• With the cost-of-living crisis in mind, what steps has your brand taken to support retailers during this time? What about for consumers? How can PMPs play a part here to drive sales for low/no options?

• What ranging and merchandising advice do you have for Scottish convenience retailers to help drive sales?

• Do you have any NPD or campaigns you want to shout about?