

SCOTTISH GROCER FEATURE SYNOPSIS

January 2023

Whisky & Burns Night

Editorial contact for this feature is

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Deadline for editorial submission 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.*

From Auld Lang Syne to the Address to a Haggis, January has its unique celebrations for Scottish consumers as we look to celebrate our most known poet. And to do so, plenty will look to fill their cupboards with some staples for the month. In this feature, we will look at the opportunity that Burns Night presents to the Scottish convenience sector and how retailers can capitalise through some sales across store categories. We would welcome comments on the following:

- How does the opportunity for Burns Night 2023 compare to previous years? What are the key categories that retailers should be stocking up for here? Are there any emerging trends that retailers should be aware of for the celebrations? (New flavours? Formats? Meat-free options?)
- What merchandising or ranging advice do you have for retailers to help them capitalise on sales in the lead up to Burns Night?
- How can retailers use Burns Night to drive sales or increase footfall during January? What sort of deals or promotions work well at this time of the year?
- With the cost-of-living crisis in mind, how do you anticipate Burns Night celebrations to be this year? How can consumers still enjoy their Burns supper without breaking the bank?
- Do you have any NPD or campaigns you would like to shout out?