

SCOTTISH GROCER FEATURE SYNOPSIS

April 2023

Best of Scottish Food & Drink

Editorial contact for this feature is

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Deadline for editorial submission Monday 27th February

- *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.*

Scotland produces some world-famous food and drink, with flavours ranging from the complex in a single malt to the sugary sweet delight of tablet. There is plenty to choose from in Scottish produce and retailers will be able to make the most of this. In this feature, we'll look at the opportunities that Scotland's wide array of food and drink can bring to the convenience sector. We would welcome comments on the following:

- How are Scottish brands performing domestically at present? How do c-stores compare to other channels when it comes to stocking Scottish brands? What are the advantages for c-stores that do stock a sizeable range of locally sourced products?
- How has the performance for local brands fared since the end of the pandemic, when we saw more people choosing local? Is provenance of brand still a key consideration for consumers?
- How has your brand improved on its sustainability credentials over the last year? In your opinion, how important are these credentials to Scottish consumers?
- Has the cost-of-living crisis had an impact on local produce? Are more consumers keen to support their local favourites during the financial hardships? In your opinion, do consumers see local produce as a better-value option?
- How have you improved your range over the last year? Do you have any NPD in the pipeline? Media campaigns? What steps have you taken to make your brand resonates with consumers in 2023?
- How important is it for Scottish food & drink producers to work together? What are the benefits of collaborating with other brands/retailers/supply chain partners? Can you highlight any projects/events you're involved with that seek to raise the profile of/create opportunities for Scottish food & drink brands?

- What can retailers do to flag the provenance/heritage of Scottish brands in their stores? How can retailers effectively use secondary sitings, FSDUs, gondola ends and other devices to drive customers towards Scottish products?
- Do you have any NPD/campaigns you would like to shout about?