

## SCOTTISH GROCER FEATURE SYNOPSIS

April 2023

### Coronation Countdown

Editorial contact for this feature is

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Deadline for editorial submission Monday 27<sup>th</sup> 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.*

The UK is set to celebrate its first royal coronation in 70 years, bringing ample opportunities for c-store retailers to drive up some sales along with it. In this feature, we'll look at how retailers can make the most of the historic celebration with an extra bank holiday to help along the way. We would welcome comments on the following:

- How can retailers make the most of sales during the King's coronation? Are there expected to be many celebrations to mark the event? Should we expect celebrations on a par with 2022's jubilee celebrations?
- What are the key categories that retailers should stock up on in advance of the big day? What kind of pack formats should retailers prioritise?
- How can retailers make sure they are making the most of the extra bank holiday Monday that is coming with the coronation? What are the usual bank holiday treats worth stocking up on?
- Do you have any NPD or coronation-themed limited-edition products coming out that you want to shout about?