

SCOTTISH GROCER FEATURE SYNOPSIS

March 2023

Gin

Editorial contact for this feature is

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Deadline for editorial submission Friday 27th January

- *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.*

Gin remains a popular choice for plenty of consumers across Scotland and, with the versatility of the spirit, there surely is a gin that is fit for everyone. In this feature, we will look at the performance of gin across Scotland's c-stores and the wide range of flavours available from the category. We would welcome comments on the following:

- How would you assess the performance of gin in Scottish convenience? How does this compare to other spirits categories? Where are the areas for growth in gin? What are some of the key gin trends that you believe c-store retailers should be aware of?
- With such a wide variety in flavours and brands, how can retailers ensure they can remain clued up on the latest category trends across gin? What resources does your brand offer to retailers to assist them here? What advice do you have for retailers looking to make navigating the category as simple as possible for new consumers?
- With the cost-of-living crisis in mind, how can retailers continue to sell up to consumers through more premium-end gins? What tips do you have here?
- What advice do you have for retailers seeking to improve their gin range? What do you consider to be must-stocks from the category in terms of styles, flavours and pack formats? What approach do you recommend when it comes to introducing NPD to stores?
- Do you have any NPD or campaigns you want to shout about?