

SCOTTISH GROCER FEATURE SYNOPSIS

May 2023

Cider

Editorial contact for this feature is

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Deadline for editorial submission Monday 27th March

- *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.*

It's been a long winter in Scotland, so plenty of consumers are looking forward to those elusive sunny days and a cold cider in their hand to go with them. In this feature, we will look at how convenience retailers can make the most of the cider category in store with the summer sun. We would welcome comments on the following:

- How would you assess the performance of cider in Scottish c-stores at the moment? What are the key trends retailers should be aware of? Where are the areas of growth?
- How seasonal are cider sales in the off-trade? Summer sunshine features prominently in advertising campaigns across brands, but is there a year-round cider opportunity in Scotland?
- How does category performance break down by style/flavour? Have other fruit flavours shifted apple from its top spot? Is this the case for Scottish consumers in particular? What about cloudy/traditional variants? High strength?
- What ranging/merchandising advice can you offer? How important is it to keep a selection of ciders in the chiller? What should a core range comprise in a Scottish convenience store? How can retailers trial NPD effectively without risking total category sales?
- How can retailers ensure their cider range remains attractive to consumers worrying about budgets? Do larger pack formats appeal more here, or would it be wiser to stock up on smaller sizes? What about PMP packs?
- Do you have any NPD or campaigns you would like to shout about?