

SCOTTISH GROCER FEATURE SYNOPSIS

August 2023

Rugby World Cup

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Deadline for editorial submission Wednesday 21st June

- *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.*

Massive sporting events only happen once in a while, so consumers are keen to make the most of them. Much like the FIFA World Cup last year, the Rugby World Cup brings plenty of opportunities for retailers to build up their ranges to match demand for the incoming big nights in. In this feature, we will look at how c-store retailers can best prepare for the Rugby World Cup with the best products that will meet what consumers desires. We would welcome comments on the following:

- How big an opportunity will the Rugby World Cup present for c-store retailers across Scotland? How does this compare to other sporting events such as the FIFA World Cup? Are there any products expected to perform well here in particular? How does this differ from other events?
- Consumers have been swapping out the bar for the comfort of their own house in a bid to save some cash. How can retailers help them to enjoy these home comforts more during the Rugby World Cup? How can retailers make the most out of the at-home gatherings that could come from certain matches?
- What pack formats are anticipated to perform well during the Rugby World Cup? Do you anticipate this to change as we approach the final? Following on from that, do you expect there to be more opportunities to trade up as the competition progresses?
- With the Rugby World Cup taking place in France this year, will there be an opportunity to drive up some intercontinental brands from across the channel here? If so, which categories should retailers prioritise here?
- Do you have any NPD or campaigns you would like to shout out here?