

## SCOTTISH GROCER FEATURE SYNOPSIS

August 2023

### Scottish Food & Drink Fortnight

Editorial contacts for this feature are:

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Deadline for editorial submission Wednesday 21<sup>st</sup> 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.*

Provenance of a brand is a key consideration for consumers, meaning that the Scottish Food & Drink Fortnight is a perfect time to learn more about the options available to retailers. Kicking off from 2<sup>nd</sup> September, the fortnight offers Scottish retailers the chance to see more from what the country has to offer and give producers the chance to shout out about the quality that Scotland has in store. In this feature, we'll take a look at the Scottish food and drink options available for convenience stores to make the most of and ask brands why Scottish products still remain top of the bill with so many consumers. We would welcome comments on the following:

- How would you assess the performance of Scottish food and drink brands in the convenience channel? How has this changed in recent years? How does the convenience channel compare to grocery/multiples?
- How healthy is the demand for Scottish food and drink at present? What do you think drives that demand? How powerful is 'brand Scotland' when it comes to driving incremental sales/encouraging trade-up to more premium lines?
- How open are Scottish brands to working in partnership with retailers? Is there scope to host tasting events, pitch in with community events or other occasions? How can retailers and producers link up to ensure both make the most of the Scotland Food & Drink Fortnight opportunity?
- How can retailers build in-store theatre around their Scottish food and drink range? What advice can you offer looking to effectively signpost products made in Scotland?
- Do you have any NPD or campaigns you would like to shout about?