

SCOTTISH GROCER FEATURE SYNOPSIS

October 2023

Diwali

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Deadline for editorial submission Friday 25th August

- *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.*

Diwali brings in plenty of opportunities for consumers to celebrate over a five-day period with special sweet treats and gifts for one another. This brings the chance for retailers to stock up on a wide array of gifts for the season. In this feature, we will look at the options on the table that c-store retailers can make the most of over the five days of celebrations. We would welcome comments on the following:

- What seasonal releases do you have planned for Diwali? What are the trends that you are looking to tap into with this range?
- What categories/types of products should retailers be prioritising to drive up sales in the lead-up to Diwali?
- How should retailers be adapting this range as we draw closer to celebrations? Should they consider switching up the range during the five days of celebrations?
- How can c-stores communicate to consumers that they are an affordable, quality option for Diwali shopping?
- Do you have any NPD or campaigns that you would like to shout about in relation to Diwali?