SCOTTISH GROCER FEATURE SYNOPSIS
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RTDs & Hard Seltzers

Editorial contacts for this feature are:
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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.*

RTDs and hard seltzers have been the stars of the off-trade in recent months as more consumers see the viability in the wide range of options available. In this feature, we will look at how the format is perfectly suited for the convenience channel in Scotland and how retailers can ensure they have the most popular lines available in store. We would welcome comments on the following:

• How are RTDs performing across the Scottish convenience channels at present? Where are the areas for growth? What is driving this growth? What key trends should c-store retailers be aware of?

• How has the category evolved over the last 12 months and what's driving this growth? How have brands stepped up to engage with customers and increase category engagement? What more can retailers expect to see from brands in this regard?

• What shopper missions are currently driving demand for RTDs and hard seltzers in the Scottish convenience channel? How valuable are these shoppers to retailers?

• What are the key factors influencing purchasing decisions? Brand? Flavour? Format? Spirits used? Something else entirely?

• What ranging/ merchandising advice can you offer c-store retailers looking to introduce and expand RTDs and hard seltzers in their store?

• Do you have any NPD or campaigns you would like to shout about?