

SCOTTISH GROCER FEATURE SYNOPSIS

October 2023

Sustainability

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.*

Record-breaking extreme weather has made us all nervous over the future of the planet and now consumers will be more aware than ever of the environmental impact their shopping choices have. In this feature, we will look at how brands have improved on their eco credentials recently and see how this can benefit store owners. We would welcome comments on the following:

- How important is sustainability to consumers today? Why is this the case? What evidence (if any) exists that sustainability is a key consideration for consumers making purchasing decisions in the convenience channel?
- What steps has your brand taken to reduce its impact on the environment? What targets/ambitions are you working towards now? How are you communicating these changes to consumers?
- How can retailers better communicate sustainability in their store? What are the advantages to signposting the environmental credentials of more sustainable brands/variants?
- How can retailers better communicate sustainability in their store? What are the advantages to signposting the environmental credentials of more sustainable brands/variants?
- Which demographics are most concerned with sustainability and what makes these shoppers valuable to c-store retailers?
- Do you have any sustainability focussed NPD or campaigns you would like to shout out?