

SCOTTISH GROCER FEATURE SYNOPSIS

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Filters, papers & lighters

Editorial contacts for this feature are:

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Deadline for editorial submission Wednesday 27th September

- *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.*

Roll your own options have become a popular option during the cost-of-living crisis, bringing retailers the chance to build up some extra sales across the category. In this feature, we will look at how c-store retailers can shine a light on the category in their shops. We would welcome comments on the following:

- How would you assess the performance of filters, papers & lighters in Scottish convenience stores? How have category trends evolved in recent months?
- What can retailers do to better show off their range of filters, papers & lighters? What support can brands offer in this area? Merchandising support/advice? POS materials?
- How might the cost-of-living crisis affect demand for filters, papers & lighters? With rising costs of utilities this winter, do you expect to see increased demand for candles – and consequently lighters?
- What advice do you have for ranging filters, papers & lighters in c-stores?
- Do you have any NPD or campaigns you would like to shout about?