

## SCOTTISH GROCER FEATURE SYNOPSIS

November 2023

### Wholesalers

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Deadline for editorial submission Wednesday 27<sup>th</sup> 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.*

While we may be approaching the close of another year, wholesalers will still be working full pelt to make sure 2023 is a success story come January. In this feature, we will look to shine a light on Scotland's wholesale sector and look at how the firms have progressed over the last year. We would welcome comments on the following:

- How have you evolved your offer over the last 12 months? What are the key goals of your business when it comes to serving retailer customers and how have you measured up to those goals?
- With the cost-of-living crisis in mind, have you adapted your range to offer retailers more products that consumers may view as value-oriented? What is your firm's approach to pricing and promotions? What sets your promotional offer apart from your competitors?
- How have you improved your offer for symbol stores? What kind of retailers are you looking to join your symbol? What is your USP for your symbol? What terms do you have for retailers looking to sign up to your symbol? What support do you offer retailers looking to join?
- What changes have you made to your symbol offer? Why should retailers consider your symbol over competitors?
- How is your relationship with suppliers? How do you maintain a strong relationship with them? How do your retailer customers benefit from this strong relationship?
- Do you have any other news you would like to share?