

## SCOTTISH GROCER FEATURE SYNOPSIS

December 2023

### Christmas & New Year Drinks

Editorial contacts for this feature are:

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Deadline for editorial submission Wednesday 25<sup>th</sup> October

- *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.*

The end-of-year festivities provide plenty of chances for retailers to step into the Christmas and New Year's Drinks opportunity and drive up some sales for the category. In this feature, we will look at how retailers can do this with a strong range in both soft drinks and the off-trade. We would welcome comments on the following:

- How big an opportunity do the end-of-year celebrations present for convenience stores? What do you think will be the key sales driver for the remainder of the festive season? How has this differed from previous years?
- What are some drinks trends that retailers can capitalise on in the final weeks of the year? How do these trends change as celebrations begin? Is there a slight change here between Christmas and New Year?
- How can retailers drive up some gifting opportunities, in particular, such as with first footing in Scotland for New Year's Day?
- What shopping missions are driving drinks purchases in c-stores over the festive period? How can retailers ensure they are well equipped to cater to this?
- What pack formats do you expect to perform well over Christmas and New Year? Does this change between the two celebrations?
- Do you have any NPD/campaigns you would like to shout about?