

SCOTTISH GROCER FEATURE SYNOPSIS

February 2024

Forecourts

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Deadline for editorial submission Wednesday 3rd January

- *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.*

Forecourt retailing has evolved beyond just filling up the car and can now become something more of a destination store for more retailers out there. In this feature, we'll look at the key trends affecting Scottish forecourt stores and how retailers can use this to ensure their store sticks out from the rest. We would welcome comments on the following:

- In your view, how did forecourt retailers rise to the challenges of the continuing volatility in the market and price fluctuations during 2023?
- What are the key trends within forecourt retailing at the moment? Where are the biggest opportunities with the highest margins for retailers?
- How important is a smart forecourt interior to successful retailing? What advice could you offer to a retailer looking to revamp their forecourt?
- What facilities should retailers consider investing in on the fuel side of their forecourt business? Are there any new technologies to consider in terms of payments, alternative fuels or electric charging? Are there any other forecourt solutions that retailers might want to consider?
- Are there any food-to-go services you would recommend retailers to consider adding to their forecourt store?
- What merchandising/ranging advice can you offer forecourt retailers? What is the key to creating a store flow that works for a forecourt? How might this differ from other c-store sites?