

SCOTTISH GROCER FEATURE SYNOPSIS

February 2024

St Patrick's Day

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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.*

As many consumers choose to stock up their own fridges over a trip to the pub, retailers would be wise to have a strong alcohol range in time for St Patrick's Day this year. In this feature, we will be looking at the opportunity for the off-trade that comes with the St Patrick's Day occasion, as well as other potential categories that stand to benefit. We would welcome comments on the following:

- What are the key categories for St Patrick's Day? What opportunities are there for convenience store retailers? How much of a lift can retailers expect to see for brands/categories associated with the occasion?
- How can retailers build excitement in their store for St Patrick's Day while keeping in line with Scottish alcohol licensing rules? How can retailers build in-store theatre to help drive basket spend this year?
- How can retailers use the occasion to engage with their local communities to help drive sales? Is there scope for stores to run St Patrick's Day events in their communities? What support/resources/advice can brands offer in this regard?
- While plenty of consumers will be picking up their favourite tipples from the off-trade for St Patrick's Day, what opportunity does the occasion present for low/no-alcohol alternatives? What other categories stand to gain here? Do Irish brands see more of a lift over the period?
- Do you have any NPD or campaigns that you would like to shout out?