

SCOTTISH GROCER FEATURE SYNOPSIS

March 2024

RTDs & Hard Seltzers

Editorial contacts for this feature are:

Giles Blair giles.blair@peeblesmedia.com 0141 567 6074

Callum McDade callum.mcdade@peeblesmedia.com 0141 567 6032

Deadline for editorial submission Monday 29th 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.*

Convenience and cocktails can go hand in hand, especially as demand for the drink option continues to rise. This is where RTDs and hard seltzers can come into play and, in this feature, we will look at the options on the table for consumers to bring their bar favourites into the home. We would welcome comments on the following:

- How would you assess the performance of RTDs and hard seltzers in the Scottish convenience channel? Where are the areas of growth? What are the category trends that retailers should be aware of?
- What shopper missions are driving sales of RTDs and hard seltzers in convenience? What kinds of customers are purchasing these products and how should retailers cater to them? How valuable are these consumers to the convenience channel as a whole?
- Hard seltzers are still a relatively unfamiliar option to Scottish consumers, what advice do you have for retailers looking to stock up on the range? What can be learned from the success of the category in America? What benefits are there to choosing hard seltzers – as a healthier option, for example?
- With the cost-of-living crisis in mind, have you seen, or do you anticipate, a boost for RTDs and hard seltzers as more consumers choose to drink at home over going to the bar? How can retailers use this to help drive sales across the categories?
- What ranging advice do you have for retailers with these categories? What should be included in the core range? What are the key flavours, brands and formats that should be covered?
- Do you have any NPD or campaigns you would like to shout about?