

SCOTTISH GROCER FEATURE SYNOPSIS

April 2024

Spirits & Premium Mixers

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Deadline for editorial submission Monday 26th February

- *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.*

Whisky and water, gin and tonic, vodka and lemonade – there are some go-to spirits and mixing solutions out there for many consumers and c-store retailers look to be prepared to answer this demand. In this feature, we will look at how Scottish c-store retailers can best boost some link-up sales across spirits and premium mixers and how they can encourage shoppers to branch out into the categories. We would welcome comments on the following:

- How are spirits and mixers performing in Scottish c-stores at present? Where are the areas for growth? How can retailers make the most of this growth? What are the key trends retailers should be aware of?
- What merchandising advice do you have for retailers who are looking to make the most of both categories in their stores? How should retailers site these products? Alongside one another? In dedicated sections of their own?
- What approach do you recommend for retailers looking to trial new products? How can retailers with limited space ensure they strike the right balance between giving new SKUs a chance and ensuring every product on the shelf earns its spot?
- How has the health and wellness trend affected spirits/mixers? How is demand for healthier alternatives? Who is buying these products? How can retailers effectively communicate low/no options in their store? How has the trend for flavoured spirits affected sales across the category? Has this opened up new opportunities for different mixers that pair better with the flavoured variants?
- How has the ongoing trend for at-home cocktails been affecting spirits sales? How can retailers encourage consumers to try certain serves that brings spirits and premium mixers together? How can retailers continue to sell up to consumers during the financial crisis, especially with more premium mixers? Do you have any NPD or campaigns you would like to shout about?