SCOTTISH GROCER FEATURE SYNOPSIS
March 2024

Technology

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 retail isn't the same game as it was just a few short years ago and technology has had a huge part to play in this. From contactless card payments to innovative solutions in security, this feature will examine how retailers can best fit out their stores for the future to stay up to date with consumer expectations. We would welcome comments on the following:

• In your view, what have been some of the key developments and trends in retail technology over the last year? How have these developments supported c-store retailers? What innovations should retailers expect to see in 2024?

• What questions should retailers be asking when investing in technology? How can retailers ensure they're getting the most bang for their buck? What are the key considerations when it comes to getting a solution that is the right fit for an individual store?

• With the cost-of-living crisis, retail crime has, regrettably, been on the rise as more consumers become desperate due to trying living situations. What technology improvements do you offer to help with crime prevention? What advice do you have for retailers considering more technological security measures?

• How have retail apps shaken up the convenience channel? In a competitive landscape, with no shortage of emerging brands, how can retailers ensure they introduce a solution that will still be around in the medium to long term?

• What improvements have been made in the world of EPOS over the last 12 months? How do innovations in EPOS benefit c-store retailers? How can retailers ensure they are getting the most from the various functions on their EPOS solution? What are the advantages to taking the time to get better acquainted with an EPOS system, and what support can suppliers offer to assist with this?

• Do you have any new updates to your brand that you're keen to shout out about, whether this be new innovations to systems or campaigns to highlight technology?