

SCOTTISH GROCER FEATURE SYNOPSIS

July 2024

Spirits & Premium Mixers

Editorial contacts for this feature are:

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Deadline for editorial submission is Friday 24th May.

- *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.*

Whether it's a gin and tonic or a Jack and Coke, spirits and mixers are an important pair for any store to keep up to date with. With constantly evolving trends across the sector, with the introduction of new flavours to the market or demand for cocktails, spirits and mixers mean big business for the at-home market. In this feature, we will look at how c-store retailers can make the most of current consumer trends to help build up these two complementary categories in stores. We would welcome comments on the following:

SPIRITS

- How would you assess the performance of spirits in Scottish c-stores at the moment? What are the key trends that retailers should be aware of here?
- How have off-sales performed so far this year as more consumers swap out the bar for more drinking at home opportunities?
- How seasonal are spirits sales? Should retailers consider altering their range to improve performance over the summer months? How should this change as we approach the autumn months?
- What are the emerging spirits/variants/styles at the moment? How much influence do on-trade trends have on off-sales performance? In your view, what will be the 'next big thing' in spirits?
- There has been a lot of activity around the low/no-alcohol category in recent years. What evidence is there that this has been a popular category with consumers at the moment? What kind of consumer demographic has been picking up on low/no the most? What is driving these kinds of sales across convenience?
- Do you have any NPD/campaigns you would like to shout about?

MIXERS

- How would you assess the performance of mixers in Scottish c-stores? What are the key trends retailers should be aware of in the category? How has the at-home cocktail trend developed post-pandemic? How can retailers drive mixers to match this demand?
- With health concerns ever present, is there much demand for low sugar/calorie premium mixers? What innovation can retailers expect to see in this area?
- What advice do you have for retailers looking to maximise their premium mixers range in stores? How should retailers best merchandise the range? What about ranging in store – should dedicated mixers be kept closer to the till where spirits sit or in an aisle of their own/with other soft drink options?
- Do you have any NPD or campaigns you would like to shout about?