

SCOTTISH GROCER FEATURE SYNOPSIS

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Vodka & Gin

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Deadline for editorial submission Wednesday 26th June

- *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.*

Offering versatility to suit plenty of drinking occasions, vodka and gin remain strong performers across Scotland's off-trade and present a big opportunity for c-store retailers. In this feature, we will look at how both vodka and gin are performing in the Scottish convenience channel and ask what retailers can do to ensure they've got the best offer possible for their customer base. We would welcome comments on the following:

- How would you assess the performance of gin and vodka in the Scottish convenience channel? How have these categories performed over the last 12 months? What are the key trends retailers should be aware of?
- How can retailers ensure they've got the right price points across their vodka and gin offer that won't cheat the consumer's wallet or the retailer's margin? How important are price-marked packs for this? What about ready-to-drink options providing a more affordable option over full bottles of spirits?
- How are flavours performing in vodka and gin? What kind of flavours are currently proving popular with consumers and should retailers expect to see further innovation in this area? How important is provenance, particularly with gin?
- The pandemic saw consumers pick up some mixology skills. How can retailers ensure they can meet customer demand here for at-home cocktails? With inflationary pressures easing and consumers beginning to feel more confident about spending, how can retailers persuade shoppers to buy a more premium product?
- How is demand for low/no-alcohol vodka and gin-style drinks across the Scottish convenience channel at the moment?
- Do you have any NPD or campaigns you would like to shout about?