

SCOTTISH GROCER FEATURE SYNOPSIS

October 2024

RTDs & Hard Seltzers

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Deadline for editorial submission Tuesday 27th August

- *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 a range of cocktail options straight from the shelf or a simple solution to help elevate the night's drinks, RTDs & Hard Seltzers have been in high demand across the off-trade as consumers see the versatility the range offers. In this feature, we will look at how the format is perfectly suited for the convenience channel in Scotland and which lines and brands retailers should keep in stock. We would welcome comments on the following:

- How are RTDs performing across the Scottish convenience channel at present? Where are the areas for growth? What is driving this growth? What key trends should c-store retailers be aware of?
- How has the category evolved over the last 12 months and what's driving this growth? How have brands stepped up to engage with customers and increase category engagement? What more can retailers expect to see from brands in this regard?
- Has there been a greater demand for more cocktail options in RTDs? Are spirit and mixer combinations still the order of the day or have consumers' taste buds evolved beyond this?
- What shopper missions are currently driving demand for RTDs and hard seltzers in the Scottish convenience channel? How valuable are these shoppers to retailers?
- What are the key factors influencing purchasing decisions? Brand? Flavour? Format? Spirits used? Something else entirely?
- What ranging/ merchandising advice can you offer c-store retailers looking to introduce and expand RTDs and hard seltzers in their store?
- Do you have any NPD or campaigns you would like to shout about?