

SCOTTISH GROCER FEATURE SYNOPSIS

October 2024

St Andrew's Day

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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.*

Local brands are at the top of the bill when it comes to national events, which makes them key additions to store shelves for the likes of St Andrew's Day. Offering the chance to drive up sales of whisky, tablet and other Scottish treats, plenty of convenience retailers will be exploring avenues to make the most out of Scotland's national day. In this feature, we will look at the range of Scottish food and drink options available to consumers for the day and how retailers can use this range to drive some extra sales. We would welcome comments on the following:

- How big a sales opportunity does St Andrew's Day present for convenience store retailers? Has this change at all in recent years? How should store owners take advantage of the national day?
- How important is brand provenance to Scottish consumers? How can retailers ensure they're communicating the Scottish nature of products to consumers?
- Should retailers consider building up some in-store theatre around the national day?
- How does the off-trade perform during the run-up to St Andrews Day? Is there an opportunity here to drive up more premium options here, particularly in whisky?
- Do you have any NPD or campaigns you would like to shout out about?