

SCOTTISH GROCER FEATURE SYNOPSIS

October 2024

Sustainability

Editorial contacts for this feature are:

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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.*

Shoppers are looking for every way they can to help the planet and that can come down to the products they place in their baskets. Sustainability can be a driving force for sales in stores and, in this feature, we will be looking to the key categories for sustainable solutions. We would welcome comments on the following:

- How important is sustainability to consumers today? Why is this the case? What evidence (if any) exists that sustainability is a key consideration for consumers making purchasing decisions in the convenience channel?
- What steps has your brand taken to reduce its impact on the environment? What targets/ambitions are you working towards now? How are you communicating these changes to consumers?
- How can retailers better communicate sustainability in their store? What are the advantages to signposting the environmental credentials of more sustainable brands/variants?
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- Which demographics are most concerned with sustainability and what makes these shoppers valuable to c-store retailers?
- Do you have any sustainability focussed NPD or campaigns you would like to shout out?