

SCOTTISH GROCER FEATURE SYNOPSIS

January 2025

Dry January

Editorial contacts for this feature are:

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Deadline for editorial submission Monday 25th November

- *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.*

The dishevelled look many consumers will be greeted by on New Year's Day morning will be more than enough motivation to take up Dry January for plenty this year. That, alongside the demand to improve on health, will see lots of shoppers take up the challenge this January. In the feature, we will look at how convenience store retailers can support their customers in the Dry January challenge, with a selection of options to fit consumers' taste buds. We would welcome comments on the following:

- How would you assess the performance of low and no-alcohol alternatives in the convenience channel at the moment? Where are the areas for growth here? What are the key trends retailers should be aware of?
- What are the shopper missions driving low and no-alcohol options? What pack formats appeal the most to these consumers? How can retailers use this to drive category sales?
- How do challenges like Dry January affect sales for low and no-alcohol options? How can retailers encourage their customers to take part in the month-long challenge?
- What ranging and merchandising advice do you have for Scottish convenience retailers to help drive sales?
- Do you have any NPD or campaigns you would like to shout about?