

## SCOTTISH GROCER FEATURE SYNOPSIS

January 2025

### New Year, New Fascia

Editorial contacts for this feature are:

Giles Blair [giles.blair@peeblesmedia.com](mailto:giles.blair@peeblesmedia.com) 0141 567 6074

Callum McDade [callum.mcdade@peeblesmedia.com](mailto:callum.mcdade@peeblesmedia.com) 0141 567 6032

Deadline for editorial submission Monday 25<sup>th</sup> 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.*

Having the right fascia for your store can make all the difference in terms of sales and support for retailers. Plenty of savvy store owners will therefore be looking to the symbol brands to ensure their shop is a successful one. In this feature, we are keen to hear from fascia providers on how their current symbol can benefit Scottish c-store retailers. We would welcome comments on the following:

- On your own symbol operation, we're keen to hear your views on what makes your symbol a good choice for currently non-affiliated operators or for store owners who are comparing the offers, services and strengths of the various symbol groups.
- What marketing activity do you engage in on behalf of your fascia? How are you promoting the brand to consumers and how does this benefit retailers?
- What do you offer in terms of range, chilled food service, food to go, delivery, promotions, merchandising advice etc?
- How have you improved your offer over the last 12 months? What benefits have you seen from these improvements? How have these benefited retailers under your symbol? What can retailers expect to see from your fascia in the months to come?
- What are your plans for your fascia for 2025? What improvements can retailers anticipate from these plans? How has your fascia adapted to the cost-of-living crisis? How have you been supporting retailers during the latest financial crisis?
- What is required of the retailer who signs up to your package?
- What are the various symbol formats and fascia, and who should consider each of the formats? Do you offer a symbol or franchise solution for small stores? Do you have a more premium version of your symbol offer? Do you have, or are you developing, trialling or considering a franchise option?