

SCOTTISH GROCER FEATURE SYNOPSIS

January 2025

Whisky & Burns Night

Editorial contacts for this feature are:

Giles Blair giles.blair@peeblesmedia.com 0141 567 6074

Callum McDade callum.mcdade@peeblesmedia.com 0141 567 6032

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.*

January isn't short of celebrations for our national poet Robbie Burns, with Auld Lang Syne kicking off the month on New Year's and Address to a Haggis on Burns Night to help close it. For those celebrating the best of his words, they will be looking to keep their cupboards stocked with some staples for Burns Night, including the full Burns Supper and some drams for after. In this feature, we will look at the opportunity that Burns Night presents to the Scottish convenience channel and how retailers can make the most of it. We would welcome comments on the following:

- How does the opportunity for Burns Night 2025 compare to previous years? What are the key categories that retailers should be stocking up for here? Are there any emerging trends that retailers should be aware of for the celebrations? (New flavours? Formats? Meat-free or meat-alternative options?)
- What merchandising or ranging advice do you have for retailers to help them capitalise on sales in the lead-up to Burns Night?
- How can retailers use Burns Night to drive sales or increase footfall during January? What sort of deals or promotions work well at this time of the year?
- What kind of opportunity is there to drive up whisky sales with the celebrations? Should retailers stick to a core range they know will be successful or will there be opportunities to be a bit more adventurous with some premium options?
- Do you have any NPD or campaigns you would like to shout out?