

SCOTTISH GROCER FEATURE SYNOPSIS

April 2025

Best of Scottish Food & Drink

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 Wednesday 26th February

- *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.*

Stovies, tablet, whisky and the deep-fried pizza – Scots are innovative thinkers when it comes to their grub. It should be no surprise then that not only is our food and drink well-known but also world-renowned, too, as it consists of some of the finest quality produce that consumers can get. In this feature, we aim to look at the opportunities that Scottish c-store retailers can take advantage of when it comes to the wide array of options on the table to help drive up sales. We would welcome comments on the following:

- How are Scottish brands performing domestically at present? How do c-stores compare to other channels when it comes to stocking Scottish brands? What are the advantages for c-stores that do stock a sizeable range of locally sourced products?
- How has the performance for local brands fared as more people choose local? Is provenance of brand still a key consideration for consumers? How can this support the more local and lesser-known brands out there?
- How has your brand improved on its sustainability credentials over the last year? In your opinion, how important are these credentials to Scottish consumers?
- How have you managed to convey the Scottish nature of your brand's products to consumers? Presence on packs? Marketing campaigns?
- What can retailers do to flag the provenance/heritage of Scottish brands in their stores? How can retailers effectively use secondary sitings, FSDUs, gondola ends and other devices to drive customers towards Scottish products?
- In your opinion, what hidden gems are there in Scotland that more consumers should be aware of?

- How have you improved your range over the last year? Do you have any NPD in the pipeline? Media campaigns? What steps have you taken to make your brand resonates with consumers?
- How important is it for Scottish food & drink producers to work together? What are the benefits of collaborating with other brands/retailers/supply chain partners? Can you highlight any projects/events you're involved with that seek to raise the profile of/create opportunities for Scottish food & drink brands?