

SCOTTISH GROCER FEATURE SYNOPSIS

May 2025

Low & No Alcohol

Editorial contacts for this feature are:

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Deadline for editorial submission Wednesday 26th March

- *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 demand to improve health and a more responsible attitude towards moderation among consumers has seen sales of low/no variants surge. And producers are helping retailers to capitalise on that by introducing plenty of low/no NPDs. In the feature, we will look at how convenience store retailers can make the most of the low/no-alcohol trend, 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/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/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 and Go Sober For October affect sales for low/no-alcohol options? How can retailers encourage their customers to take part in a 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?