

## SCOTTISH GROCER FEATURE SYNOPSIS

June 2025

### Summer Drinks

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Deadline for editorial submission Friday 25<sup>th</sup> April

- *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.*

Summer brings plenty of opportunities for the drinks categories, whether that be for parties, barbecues or a cold beer to enjoy in the scorching sun. In this feature, we will look at how Scottish c-stores can make the most of the season through both soft drinks and off-sales. We would welcome comments on the following:

#### **Soft drinks**

- How would you assess the performance of soft drinks in Scottish c-stores at the moment? What are the key trends that retailers should be aware of? Where are the areas of growth?
- What pack formats are performing well at present? Do you expect this to change/evolve as summer approaches?
- What summer occasions/shopper missions should retailers look to capitalise on? How should retailers react when the mercury rises/when a major event occurs?
- Financial pressures remain and consumers will be looking at every way they can save some cash. In this context, how important are PMPs to soft-drinks success in convenience? What are the benefits of stocking up on the format in stores? What steps has your brand made to help PMPs become a more attractive proposition in terms of margins?
- Do you have any NPD or campaigns you would like to shout about?

#### **Off-sales**

- How would you assess the performance of beer/cider/wine/spirits in Scottish c-stores at the moment? What are the key trends retailers should be aware of? Where are the areas of growth?

- What flavour trends are influencing off-sales performance in the Scottish convenience channel? How much seasonality is there when it comes to off-sales and how can retailers ensure they've got a range that's the right fit for summer?
- What pack formats are performing well in the Scottish off-trade at the moment? How can retailers ensure they're striking the right balance between singles and multipack formats?
- Should retailers expect a bigger push for the off-trade as consumers look to swap the bar out for their own back garden in an effort to save some cash? If this is the case, how can convenience retailers make the most of this to drive sales?
- Do you have any NPD or campaigns you would like to shout about?