

SCOTTISH GROCER FEATURE SYNOPSIS

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Cocktails at Home

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Deadline for editorial submission Wednesday 25th June

- *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.*

Nights out have become too pricey for some shoppers, but that doesn't mean they need to be written off entirely. As many look to swap the bar for at-home parties, the trend for cocktail options in the house has continued to grow across the off-trade. Whether this be a chance to show off mixology skills or a tempting tin of something a bit more fruity from the off-trade, cocktails at home has become a prominent part of consumers' party opportunities. In this feature, we will look at how retailers can leverage their canned cocktail options to drive up off-trade sales or provide some link-up opportunities for those who want to shake things up at home. We would welcome comments on the following:

- How have canned cocktails and RTD options grown across the Scottish convenience channel as of late? Are there any particular trends with flavours or spirits that retailers should be aware of? Is this demand driven by flavour or with brand loyalty? Do format sizes or higher ABVs come into play here as well?
- How can retailers prominently display these options across the store? Do they warrant a space on their own in store? Should they be more mixed with the rest of the off-trade selection?
- How important is the value aspect of canned cocktails with shoppers? Are more consumers looking for a quality drink that is still cheaper than buying a full bottle of spirit?
- How much demand is there for low and no options within the canned cocktail space? How can retailers appeal to the trend for moderation within the space?
- What is demand like for shoppers who want to make cocktails from scratch? How can retailers use this to their advantage via link-up sales? Should retailers consider offering cocktail recipes to encourage more trial with shoppers? How can retailers

use smaller 50ml bottle options in this way – as part of a cocktail recipe pack in store?

- Do you have any NPD or campaigns you want to shout out?