

## SCOTTISH GROCER FEATURE SYNOPSIS

August 2025

### The Big Match 2025

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Deadline for editorial submission Wednesday 25<sup>th</sup> 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.*

The Scottish Premier Football League is set to kick off from the first weekend in August, with the English Premier League swiftly following up two weeks later. After a near two month wait from the fixtures being announced, plenty of consumers will be keen to get the season started with a bang and get together to celebrate The Big Match during the month, providing ample opportunities for the off-trade and snacking fixtures. This feature aims to identify these key events during the month and offer store owners insights into how they can utilise them to drive up sales. We would welcome comments on the following:

- What opportunities do Match Days bring for store owners in the convenience channel? Do retailers see a noticeable uptick in sales as we approach kick off?
- With tickets a challenge to get a hold of and a hefty price to swallow for some, how can retailers encourage shoppers to swap the grounds for the couch this season? Promotional activity? Multi-buy offers? etc.
- When it comes to the Scottish football league in particular, how can store owners leverage more local produce as a go-to option for consumers?
- How much demand is there for more low and no options with the football season, especially for the designated driver?
- What snacking pack formats should retailers prioritise here? Sharing bags for larger gatherings? Multi-packs so consumers can have individual bags?
- Do you have any NPD or campaigns you would like to shout out about here?