

SCOTTISH GROCER FEATURE SYNOPSIS

February 2026

Six Nations

Editorial contact for this feature is:

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Deadline for editorial submission Monday 5th January

- *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.*

This year promises to be a year full of world-class sports events including the Fifa World Cup 2026 and the Commonwealth Games, which are back in Glasgow once again. To kick this all off, we have the annual Six Nations Rugby tournament, providing consumers with the chance to get into the excitement and drive up some key sales in the process across the off-trade, soft drinks and snacks categories.

In this feature, we will look at those brands that stand to be top earners during the Six Nations tournament and highlight some key products that should be on retailers' shelves throughout the event. We would welcome comments on the following:

- How important is the Six Nations Rugby tournament to your brand? Do you take the opportunity to highlight your core range through the competition? How well do Scottish consumers respond to this?
- What should be the core products that retailers should be stocking up on to provide for consumers during the Six Nations?
- How can they bring a bit of theatre into their stores to tie in with the event? Where should this be located across the store – where key products are sited, across the checkout area etc.?
- What link-up sales opportunities are there with the Six Nations? How can retailers leverage this to certain matches such as opening games, when Scotland is playing, the final? Is it also worthwhile playing into the rivalry that comes with the annual Calcutta Cup in stores?
- Do you have an NPD or campaigns related to the Six Nations you would like to shout about?

