

## SCOTTISH GROCER FEATURE SYNOPSIS

June 2026

### Fascia & franchise

Editorial contact for this feature is:

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Deadline for editorial submission Friday 24<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.*

Geopolitical impacts from the war in the Middle East are expected to present new challenges to retailers as the year moves forward, with rising costs across fuel and energy threatening to bump up overall inflation. As a result, many shopkeepers will be looking to symbol operators for support during this time and reassurance they are getting the best deal possible to help keep costs down. In this feature, we will examine the benefits of different symbol operations across the sector and how these can be tailored to suit convenience stores across Scotland. We would welcome comments on the following:

- On your own symbol operation, we're keen to hear your views on what makes your symbol a good choice for currently non-affiliated operators or for store owners who are comparing the offers, services and strengths of the various symbol groups.
- What marketing activity do you engage in on behalf of your fascia? How are you promoting the brand to consumers and how does this benefit retailers? What do you offer in terms of range, chilled food service, delivery, promotional packages, merchandising advice etc?
- How have you supported retailers so far this year as they continue to grapple with constant challenges for their stores? Are you seeking to implement further support during this time?
- How have you helped your retail customers during the recent crime blight impacting the sector? What is required of the retailer who signs up to your package?
- What are your various symbol formats and fascias? Who should consider each of the formats? Do you offer a symbol or franchise solution for small stores? Do you have a premium or elite version of your symbol offer? Do you have, or are you developing, trialling or considering a franchise option?