

SCOTTISH GROCER FEATURE SYNOPSIS

November 2026

Christmas Drinks

Editorial contacts for this feature are:

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Deadline for editorial submission Friday 25th September

- *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.*

Christmas is a chance for consumers to get in their favourite tipples or indulge in soft drinks they don't normally pick. In this feature, we will look at the must-stocks for drinks during the Christmas season as well as the chance to trade up in the off-trade selection. We would welcome comments on the following:

- How would you assess the performance of off-sales and soft drinks over the festive period? How big an opportunity is there to pick up incremental sales in store? How have drinks performed the last few festive seasons and should retailers expect to see similar volumes this Christmas?
- What are the key drinks trends that retailers should be aware of for this Christmas?
- Does your brand have any festive product launches prepared for Christmas 2026? How important is NPD to festive success in the convenience channel? How can retailers effectively integrate new/seasonal products into their ranges?
- What opportunity does the Christmas season present to consumers looking to trade up? How can retailers capitalise on this with a selection of more premium-end drinks?
- What can retailers do to build some in-store theatre around their drinks section?
- How does the festive season affect demand for different pack sizes/formats?
- Do you have any NPD or campaigns you would like to shout about?