SCOTTISH GROCER FEATURE SYNOPSIS
February 2027

Beers & Ciders

Editorial contacts for this feature are:
Giles Blair giles.blair@peeblesmedia.com 0141 567 6074
Callum McDade callum.mcdade@peeblesmedia.com 0141 567 6032
Deadline for editorial submission Wednesday 6th 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.*

While we're still feeling the frosty mornings, plenty of Scottish retailers will be looking ahead to the sun and preparing in advance. As such, they'll be keen for some insights into beer and cider brands ahead of the incoming spring weather. In this feature, we'll look at how retailers can capitalise on these categories for the months ahead with some key trends and NPD. We'd welcome comments on the following:

• How is beer and/or cider performing in the off-trade at the moment? Where are the areas for growth here? What are the key trends that retailers should be aware of? How is the rise in consumer moderation impacting the categories?

• Are concerns around the cost-of-living crisis and high inflation affecting sales for beers and ciders? Are more shoppers looking to cut back on alcohol as a way of saving money at present?

• What support can you offer retailers who are looking to improve or build upon their beer and cider offer? With Scottish licensing laws in mind, do you have any ranging or merchandising tips to share?

• How do the spring months affect sales for beers and ciders? How can retailers capitalise as the weather begins to improve? What pack formats are best to stock up on here?

• How are low/no options performing in Scottish c-stores at the moment? How does this compare to other retail channels? What can Scottish c-store retailers do to improve the performance of low/no sales in their stores?

• Do you have any NPD or campaigns you would like to shout about?