

SCOTTISH GROCER FEATURE SYNOPSIS

MARCH 2020

SUMMER SOFT DRINKS FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday January 27th, 2020**

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information (for example market share, market trends and details of brand activity)*
- *It is 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*

Summer 2019 was a bit of a wash out, but that didn't stop some major brands from putting in a solid performance last year. And while retailers will undoubtedly be hoping for a scorcher this season, whatever happens with the weather stores need to be prepared. In this feature we'll look at how retailers can ensure their soft drinks range performs this summer and ask what brands have planned for when the mercury rises. We'd welcome comments on the following:

- How are soft drinks performing in the Scottish convenience sector at present? Where are the areas of growth and what is driving this? What are the key trends that retailers should be aware of in 2020?
- Retailers, consumers, industry and health organisations may debate the effectiveness of the sugar tax - but what can't be denied is the increasing prominence of low and no sugar options in the soft drinks category. How important is this segment to the category now? How much focus should retailers put on low and no sugar options? What steps has your brand taken to improve its low/no sugar offer? What do you think is driving demand for healthier options in soft drinks?
- What are the main shopper missions that drive soft drinks sales in convenience? How does this change (if at all) in the summer months? What steps should retailers take to ensure they are equipped to satisfy customers on a variety of shopper missions?

- How can retailers use their soft drinks offer to generate link sales and boost basket spend?
- Do you have any summer NPD or campaigns that retailers should be aware of?