

# The Grocer

**Focus On: Scotland by Megan Tatum (megan.tatum@thegrocer.co.uk)**

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## The Story

Scotland continues to punch above its weight when it comes to food & drink, one of the top performing sectors for the country's biggest private businesses, according to a February report by Grant Thornton. So which players are driving this boom in Scottish food and drink? Where are the country's biggest and emerging export markets? And what challenges – from a possible Brexit, through to falling exports of Scotch whisky – does the country's food & drink sector face?

## Key themes

**Exports:** This will be the main focus of the feature, which will explore in detail the export markets for well-known Scottish products, including whisky and salmon (which became the UK's number one export last year). Which markets are struggling? Which ones present untapped opportunities and for which products? Given the fall in whisky's exports last year, the drink will be a major focus.

**The new face of Scotland:** A number of non-traditional Scottish foods are gathering pace, such as Scottish gin, seaweed and craft beer. What is behind the increasing popularity of these products? Who's tapping into the market? And, can these products become the new face of Scotland?

**The domestic market:** This feature will pay close attention to the performance of Scotland's domestic food & drink market over the past year, comparing the performance with the rest of the UK. Particular focus will be paid to how health trends such as the war on sugar are impacting performance.

**Innovation:** This will be key to this feature. We will be investigating how new product development has shaped the category over the past year and what is in store for shoppers in 2014. We will be profiling four of the most interesting launches in a separate innovation panel.

**Scottish Food & Drink Excellence Awards:** Who won the awards which take place on Wednesday 27<sup>th</sup> May.