

SCOTTISH GROCER FEATURE SYNOPSIS

MARCH 2019 EDITION

DAIRY 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*

It is unclear how Brexit will impact on the dairy industry, but one thing that is indisputable is how important dairy products are to UK shoppers. In this feature we will look across milk, cheese, butter, yoghurt, dairy desserts (and anything else), discussing the position of dairy products in c-stores. We would welcome comments on the following:

- How would you assess the performance of dairy products in Scottish c-stores? How does this compare to the grocery channel? What areas do you think the convenience channel could improve in?
- How do you expect Brexit to affect the dairy industry? What steps will you take to mitigate disruption/price increases during the transition period?
- Some shoppers will be inspired by Veganuary and will seek out free-from options throughout the year. Should retailers consider stocking products like plant-based milk and vegan cheese?
- What subcategories within dairy have been enjoying growth in recent times? Are there any key trends in dairy that you think retailers should be aware of?
- What are the main shopper missions driving dairy sales in convenience? How can retailers set up their dairy offer to ensure they are able to capitalise on these shopper missions?

- Is there any NPD that you want retailers to know about?