

Scottish Grocer feature synopsis

May 2018 edition

Healthier choices feature

Editorial contact for this feature is

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Deadline for editorial submission **Monday March 26th, 2018**

- *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'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*

Healthier choices are on almost everyone's mind at the moment from stars of Instagram to the Scottish Government – with the devolved parliament considering radical measures that could impact on c-store activities in the years ahead. Before government get involved we'd like to look at the steps producers, brands and retailers have already taken to provide consumers with healthier options in store. We will ask what healthier options have been going well in stores as well as where c-store retailers could perhaps improve. We'd welcome your views on the following:

• In your view, what's been the driving force behind interest in all things health that's gaining traction across categories at present? Where have the key growth areas been in terms of healthier options and what should retailers expect to see going well in the future?

• What healthier option NPD and innovation has gotten you most excited recently and why? What steps have producers taken to provide consumers with healthier options without compromising on taste?

• What advice would you offer to retailers looking to branch out and introduce some more healthier options to their store? What are some of the key considerations for retailers when introducing healthier options across categories? Do you have any advice on how to best introduce healthier lines without being left with too much waste?

• Health claims have been cropping up in just about every category. How have health claims become so crucial to catching the attention of certain customers? Why do you think this might be the case? What sort of health claims should retailers be on the look out for and what kinds of consumers do these products appeal to?