

Scottish Grocer feature synopsis

June 2018 edition

Free from feature

Editorial contact for this feature is

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Deadline for editorial submission **Monday April 30th, 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*

No longer a speciality category found only in select stores, free from has established itself in Scottish convenience in recent years as more and more retailers introduce free-from products to their range. In this feature we'll look at how far the free from category has come in recent years and we will ask what steps retailers can take to make the most of the opportunities free-from growth provides. We'd welcome your views on the following:

- **How would you assess the performance of free from in Scottish stores over the last 12 months? Which parts of the category are showing the fastest growth? How has market penetration improved over the last year?**
- **In your view, what kind of consumer purchases free-from products in 2018? Has this demographic changed since the category's infancy? If so, in what way and why might this be the case and how does this benefit retailers?**
- **What do you see as the key trends in free from at the moment, particularly those likely to affect the convenience retail channel?**
- **What advice can you offer c-store retailers when it comes to merchandising free-from products? Should retailers merchandise gluten-free products together, within their respective categories (cereal, bakery etc.) or a combination of the two?**
- **What product innovation in the free from category are you most excited about?**