

Scottish Grocer feature synopsis

July 2018 edition

Butters and spreads feature

Editorial contact for this feature is

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Deadline for editorial submission **Tuesday May 29, 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*

There are few categories with the household penetration of butters and spreads, making these SKUs an essential addition to a c-store offer. However, as chilled sales in Scottish c-stores continue to improve, every inch in the chiller must count, so it's vital retailers create a butters and spreads section that is on the money. In this feature we'll look at how butter and spreads are performing in c-stores at present and ask what retailers can do to improve. We would welcome your views on the following where appropriate:

- **How would you assess the performance of butters and spreads in Scottish c-stores at present? Where are the areas of growth? How have changing consumer purchasing habits affected the category?**
- **What are the key considerations for retailers when ranging butters and spreads? What advice can you offer retailers in terms of merchandising to help create an eye-catching display that's easy to shop?**
- **How has the high price of dairy products affected the butters and spreads category over the last year? How would you suggest retailers respond to fluctuating dairy prices? What steps can retailers take to shelter their business, and their customers, from volatility in the dairy market?**
- **How have alternative spreads (avocado, apple, almond etc.) been performing in convenience stores? Who is purchasing these products? How might stocking more unusual spreads benefit a c-store retailer?**
- **What butters and spreads pack sizes/formats perform well in c-stores? Why do you think this is the case? How important is the price mark to the success of butter and spreads?**

• Free from has been going from strength to strength across categories.
How would you assess the performance of free-from spreads in convenience stores?