

Scottish Grocer feature synopsis

July 2018 edition

Cheese 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*

A household staple, cheese is a mammoth category in supermarkets but can often find itself consigned to one or two SKUs in c-stores. In this feature we'll look at the opportunities cheese provides for c-stores as well as ask how retailers can effectively improve their offer. We would welcome your views on the following where appropriate:

• How would you assess the performance of cheese 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 cheese? What advice can you offer retailers in terms of merchandising to help create an eye-catching display that's easy to shop?

• While c-stores will never be able to compete with the big multiples on scale, in your view, is there scope for convenience retailers to expand their cheese offer? What are the key cheese lines retailers with limited space should ensure they stock? (premium? value? slices? grated?)

• How important is brand recognition to the performance of cheese in store? What are the benefits to stocking recognisable brands? How important is provenance/locality to cheese performance in store? What on-pack claims should retailers look out for when selecting cheese?

• What steps can retailers take to generate additional basket spend through their cheese range? How can retailers position cheese in relation to other categories to make the most of both?

- What cheese 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 cheese?

- Free from has been going from strength to strength across categories. How would you assess the performance of lactose-free cheese in convenience stores? Is this a sub-category c-store retailers should consider introducing?