

Scottish Grocer feature synopsis

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Milk and milk drinks feature

Editorial contact for this feature is

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Deadline for editorial submission **27 July 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*

Milk and drinks that are at least 75% milk are exempt from soft drinks industry levy, which could be a golden opportunity for a number of brands. The calcium and protein content of milk and milk-based drinks also ticks the boxes for plenty of health conscious consumers. In this feature we'll look at how retailers can capitalise on the current trading environment to grow sales of milk and milk based drinks and ask how brands have improved/adapted their offer over the last year. We would welcome your views on the following where appropriate:

- **How would you assess the performance of milk in Scottish convenience stores? With tough competition from supermarkets and the discounters, is there scope for convenience retailers to grow their milk and milk drinks sales?**
- **Following the implementation of the sugar tax, how much scope do you think there is for c-stores to expand their milk and milk-based drinks offer in the chiller? What are the advantages to including these brands in meal deals etc.?**
- **How important is pack size and format to milk and milk drink sales? What are the key formats that all retailers should be covering and are there other formats or sub-categories, such as long life/UHT milk, that retailers would be wise to stock?**
- **Where should retailers position milk/milk-based drinks in store? What are the advantages to including multiple sitings of milk/milk based drinks in store?**