

Scottish Grocer feature synopsis

October 2018 edition

Free from feature

Editorial contact for this feature is

Alex Burns alex.burns@peeblesmedia.com 0141 567 6032

Deadline for editorial submission **Friday, August 31st 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*

With tastes diversifying and many people choosing to cut certain foods from their diet, there is an increasing popularity for free from and specialist products. Whether it is due to an allergy or just personal preference, consumers are expecting to see these products in a wider range of stores. In this feature we'll look at how c-stores can make the most of this rapidly growing category.

- **In your view, what have been the key trends in the free from category over the last 12 months? What sub-categories in free from are performing particularly well? What do you think is driving growth in free from and do you see any signs of the tide turning?**
- **What kind of consumer is purchasing free from? How has this evolved over the last few years and why do you think that may be?**
- **How should independent retailers merchandise free from? Would you suggest a dedicated section, or should free-from alternatives be arranged by category (gluten-free bread with other bakery, etc.)?**
- **How can retailers use their free from range to tap into increasing health-consciousness among consumers? What are some effective ways to flag up health claims in store?**
- **Is there any NPD in the free from category that you think retailers should know about?**