

Scottish Grocer feature synopsis

October 2018 edition

Low and no sugar feature

Editorial contact for this feature is

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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 the sugar tax only recently implemented, the UK and Scottish Governments are already talking about bringing in more legislation to cut down on sugar consumption, including restricting where certain products can be displayed in store. In this feature we'll ask how low and no sugar products can help retailers adapt, and make the most of consumer concerns about sugar. We would welcome your views on the following where appropriate:

- **How has the increased focus on sugar in the health discussion impacted on the popularity of low and no sugar products?**
- **What are key trends in the low and no sugar market that retailers should be aware of?**
- **Is it worthwhile to get 'ahead' of potential legislation on HFSS (high fat, salt and sugar) products, and start to develop the low and no sugar range in store?**
- **How can they ensure staff are up to speed on the low and no sugar range? What steps can retailers take to encourage trial of low and no sugar products?**
- **What innovations have you seen in the low and no sugar category over the last 12 months? Has there been an expansion in range? Have you seen any improvements in flavour/quality over the last 12 months?**
- **How should retailers display their no and low sugar ranges? Alongside traditional 'sugar' products or in an entirely**

different area? How should retailers block these SKUs (by brand? Flavour? Childrens/adults?)