

# Scottish Grocer feature synopsis

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## Butters and spreads feature

Editorial contact for this feature is

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Deadline for editorial submission **Monday September 24th, 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*

**Butters and spreads are an undeniable kitchen essential that most consumers will have in their homes. In this feature, we will look at how c-store retailers can re-engage consumers in their spreads fixture, and help drive new sales in the category. We would welcome your views on the following:**

- **What trends have emerged in the butters and spreads category in 2018? How have clean living and healthy eating trends influenced the category?**
- **What new product developments have emerged in the category? Is there any NPD you would like our readers to know about?**
- **How important are recognisable brands to butter and spread success?**
- **Has the free from movement had much of an impact on the spreads category? Should retailers consider stocking dairy-free or vegan spreads?**
- **How should retailers merchandise their butter and spreads fixture to drive new sales? Are PMPs useful in this regard?**
- **The price of butter has been ticking upwards in recent years. How can retailers ensure their customers continue to see quality and value in butter despite rising prices?**