

Scottish Grocer feature synopsis

November 2018 edition

Cheese feature

Editorial contact for this feature is

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Deadline for editorial submission **Friday, 28th September 2019**

- *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*

Protein is a huge buzzword in retail at the moment, and cheese can be an important source of it. In this feature we'll look at where opportunities lie for convenience retailers looking to boost cheese sales, and look to new products and varieties that may be popular in the future.

- **How would you assess the performance of the cheese category in the convenience sector?**
- **Where are the growth areas in the cheese category at present? What new product developments are proving popular with consumers? Do you have any NPD to share?**
- **What occasions should retailers consider as opportunities to drive cheese sales? Should they include cheese products in meal deals/food to go offers?**
- **What pack formats (grated. Sliced etc.) are performing well in cheese at the moment? Why might this be the case?**
- **Cheddar continues to be king of the category, but are there other styles of cheese in growth that retailers should be aware of?**
- **How has the increasing importance placed on health and nutrition affected the cheese category? Have you seen an uplift in sales for lower fat cheese variants?**