

Scottish Grocer feature synopsis

January 2019 edition

Dairy based drinks feature

Editorial contact for this feature is

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Deadline for editorial submission **November 26th, 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*

As Scottish Grocer frequently reports, health concerns among consumers are more prevalent than ever — which could be good news for dairy based drinks. Encompassing everything from sweet milkshakes to bacterial yogurt drinks, it is a wide category that offers plenty of opportunities for retailers. In this feature we'll examine the performance of dairy based drinks and how retailers can improve sales for 2019.

- **How would you assess the performance of dairy based drinks at present? Where are the areas of growth? Which sub-categories had a strong 2018?**
- **How should retailers build their dairy drink range in order to use chiller space effectively? How important are PMPs to this category?**
- **What are the shopper missions that lead to the greatest uplift in dairy drink sales?**
- **Do you think being exempt from the sugar tax has helped sales of dairy based drinks? If so, how can retailers capitalise on this?**
- **Do you have any merchandising advice for retailers when it comes to dairy based drinks?**
- **Do you have any NPD you want to shout about?**