

Scottish Grocer feature synopsis

January 2019 edition

Free from 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*

Whether it is caused by allergies, intolerances or lifestyle choices, the free from market is booming in the UK. In this feature we'll look at how free from has grown in recent years, and how retailers can ensure they are well equipped for the continued growth that is likely in future.

- **How would you assess the overall performance of the free from category? Which areas in particular (gluten free, dairy free etc) have been on the rise? What do you think is behind this growth?**
- **How do you expect the category will perform in 2018?**
- **Retailers with limited shelf space may have been reluctant to introduce a free from display. Why should retailers introduce a free from range? What advice can you offer to those who are new to the category?**
- **How and where should free-from products be positioned in store? Should retailers block free-from together or place free-from in the original category it comes from?**
- **What would you anticipate for the future of the free from category?**
- **Do you have any NPD to share with retailers?**