

Scottish Grocer feature synopsis

January 2019 edition

Low and no sugar 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*

With the Soft Drinks Levy only recently implemented, the Scottish Government is already proposing new restrictions on the sale of products that are high in sugar. Whatever politicians at Holyrood decide, low and no sugar looks like the future for convenience retailers in Scotland, and in this feature we'll look at how retailers can ensure their range shines in store.

- **How are low and no sugar soft products performing in Scottish stores at present? In your view, has the sugar tax and growing consumer health concerns driven the sales of this category? What pack sizes/formats prove most popular in low and no sugar and why do you think that is the case?**
- **Reformulation has been taking place across brands and categories in recent years, with even full sugar variants receiving a marked reduction in their sugar content. Looking to the future, would you expect to see a continued reduction in sugar content across brands? Why?**
- **Other than meal deals, what promotions can retailers use to help drive sales of low and no sugar products?**
- **What merchandising tips would you offer to a retailer who is considering shaking up their low and no sugar display?**
- **Do you have any NPD to share with retailers?**