

SCOTTISH GROCER FEATURE SYNOPSIS

FEBRUARY 2019 EDITION

MILK FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday January 7th, 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*

As consumers increasingly look for products that are both healthy and high in protein, milk is well placed to capitalise on demand. A household staple, the category continues to be vital to any c-store offer. We would welcome comments on the following:

- What trends have you found to be key in the milk category over the last 12 months? What trends do you anticipate will be important for 2019?
- What advice would you offer to a retailer when it comes to merchandising milk products? Where is the best place to display it in a shop- at the front or towards the back?
- How popular are UHT milk products in the market? If a retailer was considering stocking UHT milk what advice would you give them?
- Free-from is a trend that doesn't seem to be going away anytime soon. If a retailer is considering moving into the dairy-free milk market what advice would you give them? What types of dairy- alternative milk should they consider stocking?
- Is there any NPD that you want retailers to know about?