

# SCOTTISH GROCER FEATURE SYNOPSIS

**MARCH 2019 EDITION**

## DAIRY FEATURE

Editorial contact for this feature is

**Alex Burns** [alex.burns@peeblesmedia.com](mailto:alex.burns@peeblesmedia.com) 0141 567 6032

Deadline for editorial submission **Monday January 28th, 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*

Brexit may loom on the horizon but, despite the potential challenges ahead, dairy remains a valuable category in Scottish c-stores with no reason to expect a significant dip in demand. In this feature we will look across milk, cheese, butter, yoghurt, dairy desserts (and anything else), discussing the position of dairy products in c-stores. We would welcome comments on the following:

- How do you expect Brexit to affect the dairy industry? What steps will you take to mitigate disruption/price hikes should Britain exit the EU without a deal?
- What lines/formats/sizes are essential for c-stores to stock? What's the most popular milk at present and are there any pack sizes/formats worth watching for the future?
- Health continues to be a key consideration for purchasing decisions. How can retailers tap into demand for healthy products through their dairy range? Should retailers consider stocking products like plant-based milk and vegan cheese?
- What subcategories within dairy have been enjoying growth/exciting NPD in recent times? Are there any key trends in dairy that you think retailers should be aware of?
- Is there any NPD or innovation you want retailers to know about?

