

SCOTTISH GROCER FEATURE SYNOPSIS

MAY 2019 EDITION

HEALTHIER CHOICES FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Friday 5th April, 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*

The Scottish Government has major proposals in the pipeline to restrict the sale of foods high in fat, sugar and salt. Retailers looking to get ahead of the curve might want to start stocking up on better for you options, not least to take advantage of consumers' increased health awareness. In this feature we will look at how best they can introduce healthier lines without being left with too much waste. We would welcome comments on the following:

- How big is the market for healthier food? Where are the areas of growth? What is driving this demand?
- C-store retailers are often limited on space, and may be nervous to give up valuable shelf space to stock healthier options. What advice/reassurance would you give them?
- What kind of consumers are looking for healthier food? How can retailers best appeal to these consumers?
- How should retailers merchandise healthier options in order to drive sales? Should they stock them all in one section or disperse them throughout the store?
- Do you have any NPD you want retailers to know about?