

SCOTTISH GROCER FEATURE SYNOPSIS

JULY 2019 EDITION

BUTTERS AND SPREADS FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Tuesday, May 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*

As independent retailers begin to wake up to the sales opportunity of food to go and ready meals, competition in the chiller is tough. Yet the butters and spreads category can't be ignored, with one of the highest penetration of any category sold in c-stores. In this feature we will look at how butter and spreads are performing in c-stores at present and ask what retailers can do to improve their offering. We would welcome comments on the following:

- How is the butter and spreads category performing overall in Scotland and in c-stores? Why is it important to independent retailers?
- How should retailers merchandise their butters and spreads? How much space should be given over to the category?
- What is demand like for free-from spreads in convenience stores? How popular are vegan alternatives?
- Are price marked packs important in butters and spreads?
- Do you have any NPD you want retailers to know about?