

SCOTTISH GROCER FEATURE SYNOPSIS

JULY 2019 EDITION

CHEESE 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*

Cheese is a huge category that spans plenty of different varieties. Yet in c-stores, the category can often be limited to one or two SKUs. In this feature we'll look at the opportunities that cheese provides and how retailers can widen (and improve) their offer. We would welcome your views on the following:

- How would you assess the performance of cheese in Scottish c-stores at present? Where are the areas of growth?
- How are health concerns affecting the cheese category? Are lower-fat options proving increasingly popular, or do people still want to treat themselves?
- While c-stores will never be able to compete with the big multiples on scale, is there scope for convenience retailers to expand their cheese offer? What are the key cheese lines that retailers with limited space should ensure they stock? (premium/value/slices/grated)
- What about free-from cheeses: has there been increased demand for products in this category? Are free-from cheeses something that c-store retailers should consider introducing?
- What steps can retailers take to generate additional basket spend through their cheese range? How should they merchandise their range?