

SCOTTISH GROCER FEATURE SYNOPSIS

JUNE 2019 EDITION

FREE FROM FEATURE

Editorial contact for this feature is

Alex Burns alex.burns@peeblesmedia.com 0141 567 6032

Deadline for editorial submission **Monday, 29th 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*

From starting as a specialist, niche category, free from is now firmly in the mainstream. In this feature we will look at how retailers can make the most of the growth in the free-from category and ensure they maximise their sales. We would welcome comments on the following:

- How far has the free from category come in recent years? What parts of the category are showing the fastest growth?
- In your view, what kind of consumer is now purchasing free-from products? Has this demographic changed since the category's infancy? If so, in what way and why might this be the case and how does this benefit retailers?
- What is the split between those purchasing free from products for allergy purposes, and those purchasing for personal choice?
- C-store retailers who have smaller stores might be nervous to dedicate valuable shelf space to free from produce. What advice would you give them?
- Should retailers merchandise free from in a separate section or by category, alongside regular products (eg. gluten-free bread alongside traditional varieties)?
- Is there any NPD you want to shout about?