

# SCOTTISH GROCER FEATURE SYNOPSIS

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## MILK AND MILK DRINKS

Editorial contact for this feature is

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Deadline for editorial submission **Monday, July 29th, 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*

Milk has long been associated with health and as a result, milk drinks are (at present) exempt from the sugar tax - which could give the category a leg up in the soft drinks chiller. Milk itself is also going through changes, with brands reintroducing glass and some dairies exploring home delivery. In this feature we'll look at how milk and milk drinks are performing in convenience and ask how retailers can grow category sales in their store. We would welcome comments on the following:

- How would you assess the performance of milk in Scotland's convenience sector? With tough competition from supermarkets and the discounters, is there scope for convenience retailers to grow their milk and milk drinks sales? What are the key trends retailers should be aware of?
- How important is pack size and format to milk and milk drink sales? What are the key formats that all retailers should be covering and are there other formats or sub-categories, such as long life/UHT milk, that retailers would be wise to stock? What are your views on the reintroduction of glass packaging? Is there consumer demand for glass bottles?
- In your view, what are the most exciting new product developments in the milk and milk drinks category?
- Milk drinks are currently exempt from the sugar tax, although noises have been made in some quarters that could see that change. In your view, how have milk drinks benefited (if at all) from their exemption? How can retailers

take advantage of the sugar tax exemption to grow milk drink sales from their soft drinks chiller?

- Do you have any NPD you would like to shout about?