

SCOTTISH GROCER FEATURE SYNOPSIS

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BUTTERS AND SPREADS FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday September 23, 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 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*

You are likely to find butters and spreads in every fridge across the country-making it a staple good that retailers would be foolish to ignore. In this feature, we will look at how retailers can do more with their spreads fixture and help drive additional sales. We would welcome comments on the following:

- What has changed in the butters and spreads category over the last year or so? What NPD is performing well?
- What are the key category trends retailers should be aware of?
- With more consumers going vegan, how do dairy free spreads perform? Is demand for vegan spreads growing?
- What about healthier or low-fat spreads? Should retailers consider increasing their range of 'healthy' spreads?
- The price of butter has been rising in recent years. How can retailers ensure their customers continue to see quality and value in butter despite rising prices?
- How should retailers merchandise their butter and spreads fixture to drive new sales?
- Do you have any NPD that you want retailers to know about?