

# SCOTTISH GROCER FEATURE SYNOPSIS

**NOVEMBER 2019 EDITION**

## CHEESE FEATURE

Editorial contact for this feature is

**Alex Burns** [alex.burns@peeblesmedia.com](mailto:alex.burns@peeblesmedia.com) 0141 567 6032

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*

Shoppers pick up cheese for a variety of reasons: a protein boost, an easy snack, or as the basis for their favourite sandwich. In this feature, we will look at how retailers can do more to boost their cheese sales and stay on top of an ever-changing market. We would welcome comments on the following:

- What has changed in the cheese category over the last year or so? What are the key category trends retailers should be aware of? What NPD is performing well?
- What pack formats (grated/sliced etc) are performing well in cheese at the moment?
- Are more people purchasing cheese in snack packs to eat on the go? Should retailers consider including cheese products in their food to go or meal deal sections?
- How can retailers educate health-conscious consumers about the high protein content of cheese?
- As well as the ever-popular cheddar, are there other styles of cheese in growth that would work in convenience retail?
- How has the increasing importance placed on health and nutrition affected the cheese category? Have you seen an increase in sales of lower fat cheese variants?

- Do you have any NPD that you want retailers to know about?