

SCOTTISH GROCER FEATURE SYNOPSIS

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FREE FROM FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday August 26th, 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*

Whether caused by an allergy or a lifestyle preference, free from food is becoming more popular. But while the consumer base is growing, retailers in small stores may be reluctant to give up valuable shelf space to free from. In this feature, we'll look at how c-stores can tap into this rapidly growing category in a way that works for their store. We would welcome comments on the following:

- How would you assess the performance of free from in Scottish stores at present? What subcategories are performing best? Where are the areas of growth and what do you think is driving that growth?
- What kind of consumer is purchasing free from? How has this evolved over the last few years and why do you think that may be?
- What would you say to a retailer who was nervous to give up shelf space to free from products? Why should they consider stocking free from?
- How should independent retailers merchandise free from? Would you recommend a dedicated section? Or should free-from alternatives be arranged by category (such as gluten-free bread alongside other bakery)?
- Do you have any NPD that you want retailers to know about?