

SCOTTISH GROCER FEATURE SYNOPSIS

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LOW AND NO SUGAR

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 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*

The healthy lobby is coming, whether its soft drinks, sugar confectionery or even indulgent snacks, legislative drums sound in the distance. All that may be unnecessary however as shoppers, and industry, have already been shifting towards low and no sugar options for some time. In this feature we'll assess the performance of low and no sugar options in Scottish c-stores and ask what the next steps for retailers may be to take this subcategory further. We would welcome comments on the following:

- How would you assess the performance of low and no sugar products in Scottish c-stores at present? What categories in particular are enjoying strong low and no sugar sales? Where are the areas of growth and what can retailers do to make sure they're making the most of the opportunities increased demand presents?
- What approach should retailers take to ranging and merchandising low and no sugar options? Is it wise to place these within the broader category or is there something to be said for including a 'healthier option' section in store?
- Low and no sugar options haven't always had the best reputation for flavour. What steps have brands taken to ensure customers continue to be satisfied by their favourite treats, even when sugar is reduced or removed?
- Do you have any NPD you would like to shout about?