

# Scottish Grocer feature synopsis

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## Dairy based drinks 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 **Friday, November 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*

Dairy-based drinks are the original 'functional soft' – packed with protein and flavour, but how are they holding up against newcomers to the soft drinks chiller? In this feature we'll look at how dairy-based drinks are performing in Scottish convenience stores and ask what steps brands have taken to remain relevant in a highly competitive drinks category.

- How would you assess the performance of dairy-based drinks at present? Where are the areas of growth? Which sub-categories had a strong 2019?
- What are the key trends in dairy-based drinks that retailers should be aware of? How are these trends informing the actions brands are taking?
- How can retailers use their dairy-based drinks range to tap into contemporary health trends: low/no sugar, protein et al.
- Where should dairy-based drinks be positioned in the chiller? What merchandising advice can you offer retailers who wish to improve category performance?
- How can retailers use their dairy-based drinks range to drive incremental sales and lift overall basket spend? What categories work well in tandem with dairy-based drinks and how can retailers exploit this?
- What steps (if any) have producers taken to reduce the sugar/calorie content within the category in recent years? Why have brands opted to do this?
- Do you have any NPD you want to shout about?