

Scottish Grocer feature synopsis

January 2020 edition

Free from feature

Editorial contact for this feature is

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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*

The last few years have been revolutionary for consumers with specific dietary requirements. Whether you're avoiding gluten for serious medical reasons – or because your friend said it will make you feel good – there are now brands across pretty much all categories ready to cater to you. Dairy free, meat free, egg free, you name it – it's now out there. In this feature we'll look at how the rise of free from has impacted the convenience channel and ask how much space c-store retailers should realistically dedicate to free from.

- How would you assess the overall performance of free from in the convenience channel? How does this compare to the larger multiples? Do you see an opportunity here for c-stores? Which areas in particular (gluten free, dairy free etc) are performing well/in growth? Why do you think that is the case?
- What do you think the key trends in free from will be this year?
- Where should free from be located in store? Should retailers block free-from together or place free-from SKUs in the original categories they came from?
- What steps do you think retailers can take to build a reputation as free-from friendly in their community?
- Do you have any NPD or campaigns to share with retailers?