

SCOTTISH GROCER FEATURE SYNOPSIS

MAY 2020

HEALTHIER CHOICES 2020

Editorial contact for this feature is

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Deadline for editorial submission **Monday, 30th March**

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information such as 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*

Healthy eating is more than just a trend, it's become a lifestyle for much of the population as many in Scotland turn their back on dietary stereotypes. In we will look at how retailers can build a range of healthy options that is right for their store and ask where the big opportunities lie within healthier alternatives. We would welcome comments on the following:

- In your view, how are healthy options performing in Scottish convenience at present? How does this compare to other channels (supermarkets, discounters etc.). If there is a difference, why do you think that is? Where could c-stores improve?
- What are the key opportunities within healthier choices that c-store retailers should be capitalising on? Which subcategories are performing best in convenience and how can retailers ensure they are making the most of this?
- What advice can you offer retailers in terms of siting and merchandising healthier choices in store? Should these options be placed in their own section or within their parent category? How can retailers use POS or other tools to highlight healthier options in their store?
- How can retailers use their healthier options to generate link sales? Healthy meal bundles? Recipe suggestions?
- Do you have any NPD or campaigns you would like to shout about?