

SCOTTISH GROCER FEATURE SYNOPSIS

June 2020

Free From

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

Deadline for editorial submission Friday 8 May

- *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.*

Consumers are increasingly concerned with what they eat and drink. Whether it's as part of a lifestyle choice or for a serious dietary restriction, more and more customers seem to be seeking out free from products when they visit Scottish stores. In this feature we'll look at how retailers can build a free from range that's right for their store.

We would welcome comments on the following:

- How would you assess the performance of free from in Scottish c-stores at the moment. What are the key trends that retailers should be aware of?
- What are the key shopper missions in the free from? What can retailers do to cater to these missions?
- Who are the big free from purchasers? What are the free from demographics that retailers should be aware of? How valuable are these customers to convenience?
- What merchandising/ ranging advice can you offer?
- Do you have any NPD or campaigns you would like to shout about?