

SCOTTISH GROCER FEATURE SYNOPSIS

October 2020

Healthy Living

Editorial contact for this feature is

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Deadline for editorial submission Friday, 11th September.

- *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.*

Health was already high on the agenda and then the coronavirus crisis hit. Consumers have never had a better reason to get in shape, which can only be good news for the prospects of healthier alternatives. In this feature we'll take a look at the role healthy options can play in a convenience store offer and ask what brands have to offer in this category. We would welcome comments on the following:

- What are the key trends in healthy eating at the moment? (Meat-free alternatives? Low fat? Low cal? Sugar free? Smaller portions? Etc.) What is driving those trends?
- What shopper missions are driving sales of healthier options in c-stores? How can retailers ensure their store is set up to cater to these shoppers?
- What do you offer in terms of healthy options? How do you communicate your brand's health credentials to consumers? How can retailers effectively communicate these health benefits in their store?
- What ranging/merchandising advice can you offer retailers when it comes to healthier products?
- Do you have any NPD that you want retailers to know about?