

SCOTTISH GROCER FEATURE SYNOPSIS

January 2021

Free From/Plant Based

Editorial contact for this feature is

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Deadline for editorial submission Friday, November 27th.

- *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.*

Free from and plant-based products are no flash in the pan, as an increasing number of consumers adopted dietary changes for a variety of reasons. With more choice than ever and an endless stream of NPD, in this feature we'll look at how retailers can make sense of both categories. We would welcome comments on the following:

- How would you assess the performance of free from/plant based at present? Where are the areas of growth? Which sub-categories had a strong 2020? How has the Covid-19 pandemic affected category trends?
- Where should free from/plant-based products be placed in store? What can retailers do to boost shelf standout for their range? How can retailers ensure free from/plant-based products are easy to navigate?
- For retailers working with limited space, what are the 'must stocks' of free from/plant based?
- How can retailers use their free from/plant-based range to boost basket spend and generate incremental/link sales? What promotions/multibuy deals work well together?
- How can retailers use their free from/plant-based range to drive footfall to their store? What are the advantages of being known as the 'place to go' for free from/plant-based SKUs in a local community?
- Do you have any NPD you want to shout about?