

SCOTTISH GROCER FEATURE SYNOPSIS

February 2021

Organic

Editorial contact for this feature is

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Deadline for editorial submission Friday, January 8th.

- *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 increasingly care about where their food comes from and what is in it, which creates opportunities for organic brands. In this feature we'll look at how convenience retailers can improve the category's performance in their channel. We would welcome comments on the following:

- How would you assess the performance of organic SKUs in Scottish c-stores? How does this compare to the multiples and what do you think is causing any difference in outcomes?
- What are the key categories within organic? What ranging advice can you offer c-store retailers looking to introduce organic SKUs in their store for the first time?
- What merchandising advice can you offer retailers? Where should organic options be placed in store? Alongside other SKUs within their category? In a dedicated organic section? How can retailers effectively signpost organic options?
- Who is purchasing organic SKUs? What shopper missions are driving organic purchases?
- Do you have any NPD you want to shout about?