

SCOTTISH GROCER FEATURE SYNOPSIS

September 2021

Milk & Milk Drinks

Editorial contact for this feature is

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Deadline for editorial submission Friday, 30th July.

- *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.*

Just about every household in Scotland has milk or a plant-based alternative in the fridge, while flavoured milk drinks have long been a favourite of consumers in Scottish c-stores. In this feature we'll look at how retailers can ensure they've got a milk and milk drink range that's right for their customers, while asking brands to weigh in with their assessment of the key category trends. We would welcome comments on the following:

- How would you assess the performance of milk and milk drinks in Scotland's convenience sector? How does the convenience sector's performance compare with grocery? What are the key trends retailers should be aware of?
- What shopper missions are driving sales of milk and milk drinks in convenience?
- How important is pack size and format to milk and milk drink sales? What are the key formats that all retailers should be covering and are there other formats or sub-categories, such as long life/UHT milk, that retailers would be wise to stock? What are your views on the reintroduction of glass packaging? Is there consumer demand for glass bottles?
- In your view, what are the most exciting new product developments in the milk and milk drinks category?
- What ranging/merchandising advice can you offer Scotland's c-store

retailers?

- Do you have any NPD you would like to shout about?