

SCOTTISH GROCER FEATURE SYNOPSIS

January 2022

Dairy Based Drinks

Editorial contact for this feature is

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Deadline for editorial submission: Monday, 29th November

- *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.*

Dairy-based drinks are a popular choice among shoppers in the convenience channel. In this feature, we'll ask how retailers can make the most of this popularity with a dairy-based drinks offer that's right for their store. We would welcome comments on the following:

- How would you assess the performance of dairy-based drinks in the Scottish convenience channel? Where are the areas of growth? What are the key trends retailers should be aware of?
- What shopper missions are driving dairy-based drink sales? How can retailers ensure they have the right offer and display to tap into these missions?
- How has the easing of lockdown restrictions affected the dairy-based drinks category?
- What steps have dairy-based drinks brands taken to ensure they are able to cater to health conscious consumers, without compromising on flavour?
- What pack formats are proving popular and why?
- What merchandising advice can you offer retailers?
- Do you have any NPD/campaigns you want to shout about?