

## SCOTTISH GROCER FEATURE SYNOPSIS

January 2022

### Free From & Plant Based

Editorial contact for this feature is

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Deadline for editorial submission: Monday, 29<sup>th</sup> 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.*

Free from and plant-based products have been going from strength to strength in the c-store channel for a number of years now, cementing their place as key categories and not just a passing trend. In this feature we'll look at how free from and plant-based options are performing in Scottish c-stores at present and ask if there's more retailers could be doing top extract value from these categories. We would welcome comments on the following:

- How would you assess the performance of free from and plant-based options in the convenience channel? Where are the areas of growth? What are the key trends retailers should be aware of?
- Who is purchasing free from and plant-based products? What are the category demographics and have these changed/expanded? How valuable are these customers to the convenience channel as a whole?
- The number of SKUs available in free from and plant-based has exploded in recent years. How can retailers with limited space ensure they're stocking the right products? What ranging advice can you offer retailers to ensure they are ticking the right boxes?
- What shopper missions are driving sales of free from and plant-based products? Should retailers consider including alternatives in their food to go offer?
- What pack formats are performing well in the convenience?
- What merchandising advice can you offer c-store retailers? Where should free from and plant-based products be sited? (Dedicated section? As alternatives within a category? Both?)
- Do you have any NPD/campaigns you want to shout about?