

SCOTTISH GROCER FEATURE SYNOPSIS

February 2022

Organic

Editorial contact for this feature is

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Deadline for editorial submission Wednesday, 5th January

- *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 are increasingly more interested in where their food comes from and more and more brands are waking up to the benefits of . In this feature we will look at how retailers can use organic options to appeal to consumers and improve the category's performance in their channel. We would welcome comments on the following:

- How would you assess the performance of organic products in the Scottish convenience channel? How does this compare to the grocery multiples/discounters? What can independent retailers learn from their multiples? Is there scope for organic category growth in the convenience channel?
- Who is buying organic products? What demographics will organic products attract and how valuable are these consumers to convenience retailers?
- What categories perform best when branded 'organic'? Where should retailers be looking to introduce organic options in store? What ranging advice can you offer retailers?
- How can retailers effectively signpost organic products in their store? What merchandising advice/support can you offer?
- Do you have any NPD/campaigns you would like to shout out?