**SCOTTISH GROCER FEATURE SYNOPSIS**
September 2022
# Milk & Milk Drinks

Editorial contact for this feature is
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Deadline for editorial submission, Friday 5th August.

• *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.*

In terms of household penetration, categories don't come much bigger than milk. A strong milk and milk drinks range is therefore a key weapon in any c-store retailer's arsenal, but the category has been evolving in recent years and now is the perfect time to take stock. 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 channel compare to the multiple grocers in terms of category sales? Are there lessons to be learned from the competition? What are the key trends that 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 have covered?

• Dairy-free alternatives to milk have been booming: could the convenience channel be doing more here? What are the benefits to expanding the number of dairy-free or lactose-free alternatives in store? What ranging and merchandising advice can you offer retailers who may be less familiar with dairy-free alternatives"

• In your view, what are the most exciting developments in the category at present?

• What ranging/merchandising advice can you offer Scotland's c-store retailers?

• Do you have any NPD/campaigns you would like to shout about?