

## SCOTTISH GROCER FEATURE SYNOPSIS

January 2023

### Dairy Based Drinks

Editorial contact for this feature is

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Deadline for editorial submission Friday 18<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.*

With more flavours than ever in the category, Dairy Based Drinks have never been bigger, and retailers are keen to milk all the sales they can from it. In this feature, we will look at how convenience retailers can make the most of the category with an offer that best fits 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 for growth here? What are the key trends that retailers should be aware of?
- What shopper missions are driving dairy-based drinks sales? How can retailers ensure they have the right offer to tap into these missions?
- Are there any emerging flavours or trends coming from the dairy-based drinks category? How do you anticipate the category to perform in the months to come?
- With the cost-of-living crisis in mind, how can retailers ensure they drive sales for the dairy-based drinks category? What part can PMPs play in this?
- What steps has your brand taken to ensure they are able to cater towards more health-conscious consumers?
- What pack formats are proving popular across the category and why?
- What merchandising advice can you offer retailers?
- Do you have any NPD or campaigns you would like to shout about?