SCOTTISH GROCER FEATURE SYNOPSIS
February 2027

Cheese

Editorial contacts for this feature are:
Giles Blair giles.blair@peeblesmedia.com 0141 567 6074
Callum McDade callum.mcdade@peeblesmedia.com 0141 567 6032
Deadline for editorial submission Wednesday 6th 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.*

Whether for a lunch box sandwich, melted on toast, as part of a decadent cheeseboard or as an evening meal ingredient, cheeses of all kinds are staples in consumers' fridges. And the options are growing as makers and shoppers experiment with new flavours. In this feature, we will look at how Scottish c-store retailers can build up their offering to drive up profits. We would welcome comments on the following:

• How would you assess the performance of cheese in Scottish c-stores? How does this compare to the grocery channel? What lessons could c-store retailers learn from the multiples?

• What are the key trends retailers should be aware of for 2027? What innovation or emerging flavours and formats do you expect to see gaining ground in cheese category this year?

• How has the ongoing economic crisis impacted on the category over the last 12 months? How can retailers ensure customers get a fair price here?

• How have plant-based and dairy-free alternatives grown in recent years? How can retailers ensure they can grab a slice of this action? What innovations have you introduced to the subcategory? What advice can you offer retailers looking to introduce dairy-free alternatives?

• What are the main shopper missions driving cheese sales in convenience? How can retailers set up their offer to ensure they are able to capitalise on these shopper missions?

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