SCOTTISH GROCER FEATURE SYNOPSIS
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Protein Drinks & Snacks

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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.*

Protein drinks and snacks remain totally on-trend with consumers as well as food and drink manufacturers at the moment and could be a lucrative option for retailers to make the most of. In this feature, we will look at the best avenues retailers can take to do just this. We would welcome comments on the following:

• What would you consider to be key products retailers should be stocking to appeal to consumers? Protein bars? Protein shakes? Powders? Meals?

• How can retailers site protein products in their store? Should there be a dedicated section to the entire range or should certain products be placed in different areas across the store?

• How would you assess the performance of the protein market in convenience at the moment? Where are the areas for growth? What are the key trends that retailers need to be aware of?

• What kind of consumers are looking to the protein sections in store? How has this changed in recent years, if at all? How can retailers use this to generate footfall in their stores?

• What shopping missions are currently driving protein sales in convenience? Are more consumers seeking them on an impulse basis or is there more planning to it than this? How can retailers take advantage of this?

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