

Focus On: Cheese by Ash O'Mahony (Ashleigh.OMahony@wrbm.com)

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Online Listicle to go live on 9th November: British takes on classic Continental cheeses

The Story

Step away from the chocolate bar. It's time to ditch the crisps. For there is a new snack in town – and best of all, it's packed full of natural protein. Yes, we're talking cheese. Once a children's market, cheese snacking has got all grown-up. The new wave of products span all tastes, and all are hoping to prove cheese can be a sophisticated and healthy snack. So how far can the adult snacking market go? How are brands and retailers communicating more sophisticated offer? And what is boosting cheese consumption at lunch and evening meals?

Key themes:

Snacking innovations: We have cheese snacks designed to complement the craft beer movement, and snacking feta from Greek fine food producers. Which innovations are successfully making cheese a snack fit for grown-ups? How are sales performing?

Indulgence: Another way of tempting adults is through indulgence. One brand hopes to make an occasion out of cheese with a melting pot. Who else is getting in on the act? And can innovation such as this grow cheese consumption?

Experience: Waitrose has cheese and wine pairings, and is also trialling a home wine tasting service with complementary cheese. What are other retailers doing to make cheese more experiential?

Retail: Aldi in particular is doing well in the cheese market. To what extent are indulgent innovations such as this driving sales?

Branded versus own label: An analysis of the difference between branded and own label performance.

Change in consumption: We look at the factors driving changes in consumption habits and talk about the demographics behind areas of growth/decline.

Innovations: We identify eight new products that ideally have not appeared in The Grocer before. including launch date, image and RSP.

Key questions the feature is likely to address:

- What consumer trends have impacted the category over the past year?
- How have promotional strategies (both in terms of price and marketing) evolved?
- How has merchandising changed in the market?