

The Grocer

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Focus On: British Cheese

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Blue cheese is making a comeback as younger shoppers take to it and suppliers add NPD. Value sales of stilton collapsed during the pandemic but are now back in the black – thanks to soaring own label sales. Other British blues are even more buoyant; volumes have rocketed.

So, what's driven this taste for blue British cheeses? Who's buying them? Why? How are suppliers and retailers responding in terms of innovation, ranging & merchandising and so on?

Cottage cheese is also having a moment. Why? What makes it so trendy?

What other types of cheese enjoying a resurgence? What makes them so trendy?

And which ones are struggling?

Children: Who are the suppliers and retailers targeting kids? And how?

Innovations: We will profile four new or newly relaunched products or ranges, ideally ones that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.