

# The Grocer

## Focus On: Cheese

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Intro: Innovation is ramping up in cheese with whipped feta dips, fruit layered cottage cheese pots and basil-infused mozzarella all hitting supermarket shelves in recent months. Shoppers seem to be receptive to the flurry of new launches, thanks to increasingly adventurous tastes and the understanding of cheese's natural protein content. So, how is the category faring?

### **Innovation: The most significant launches**

- What are the wackiest pieces of innovation of the last 12 months?
- How are cheese suppliers experimenting with new flavours?
- Which innovations cater to new usage occasions?

### **Social media trends: Recipe inspiration**

- Which recipes using cheese are getting most traction on social media?
- Which varieties/brands are benefitting?
- How are suppliers cashing in on viral hype?
- Is the sharing board trend fuelling sales of premium cheese?

### **Cottage cheese: Appealing to Gen Z**

- What is behind young shoppers' reappraisal of cottage cheese?
- How do sales figures reflect demand?
- Which brands have innovated to cash in on the market?

### **Snacking cheese: Lunchbox-friendly formats**

- Which brands are innovating in snacking formats for kids and adults, alike?
- How are they differentiating their ranges to appeal to different shoppers?
- Are shoppers buying more of these formats and why?

### **Marketing: Prominent campaigns**

- Which have been the most prominent campaigns of the past 12 months?
- Which suppliers have rebranded to reach a new audience?
- How successful have these efforts been?

**Plant-based: The state-of-play**

- How are plant-based cheeses faring amid the UPF debate?
- Has the market suffered with the same associations as alt meat?
- Which brands are flourishing?

**Protected cheeses: PDO laws**

- Why has the US challenged EU protection of feta?
- Is its challenge likely to be successful?
- Which other cheeses have PDO status?

**Brand spotlights:** We will profile two brands making an impact in the category. They must provide strong hi res images.

**Innovations:** We will profile eight new products or ranges. We need launch date, rsp, and a hi-res picture of each.