

The Grocer

The Dairymen Supplement

Publication Date	15th September
Editorial Submission Deadline	12th July
Advertising Booking Deadline	10th August, subject to availability

The British dairy landscape is undergoing some massive shifts - with everything from the rise of plant-based to the resurgence of doorstep delivery, ongoing consolidation and Brexit creating new challenges but also new opportunities for UK processors and farmers. So this year, The Dairymen will explore what changes are afoot in UK dairy, and ask how the industry is innovating to make sure it is fighting fit for the future.

Features

Back to the Future?

Not long ago, milkmen were on the verge of extinction. But they've made a stunning comeback this year, with a huge upswing in demand. This feature will explore the consumer trends driving the resurgence in doorstep delivery, as well as asking what role the milkman can play in the evolution of the last mile and the growth of online grocery shopping, and how this can be transformed into the delivery model of the future.

Test tube milk

We've heard plenty about cultured meat recently, but what about test-tube milk? Five years ago, two Silicon Valley bioengineers were trying to produce the first glass of artificial milk, without a cow and with the help of genetically engineered yeast. So what happened? How would it compare in taste and cost to milk and plant-based alternatives? And would shoppers drink it?

Future of packaging

Iceland MD Richard Walker has admitted finding a replacement for traditional plastic milk bottles will be one of the toughest challenges for the supermarket as it seeks to achieve its plastic-free pledge by 2023. So what progress has the dairy sector made on cutting single-use plastic – not only in milk bottles but in yoghurt pots and spread tubs? And what technologies and materials could replace plastic in the future?

Future of retail

The retail landscape is changing, with the Tesco/Booker and Sainsbury's/Asda mergers set to have a massive influence on suppliers across the dairy category. This feature will ask which suppliers are best placed to benefit from these mergers, and which could lose out. What opportunities do mega-mergers present for smaller dairy suppliers?

Ten dairy innovators

This feature will profile ten people or firms who are doing truly innovative things in dairy- from NPD to supply chain initiatives and merchandising.

Category Reports

Cheddar: Britain's three biggest Cheddar brands have bounced back into growth despite a challenging commodities market and ongoing pressure from own label. So what is the story behind this success? Can they maintain growth in the face of Brexit-related price hikes? And how are smaller brands and own label faring in this highly competitive category? We also at on innovation - from Yorkshire and Guinness Cheddar to spreadables and snacking cheese.

Continental: Over the past 12 months, the mults have ramped up their selection of British territorial and continental-style cheeses, with everything from Cornish Camembert to Cotswold Brie finding their way into supermarket own label ranges. So what is driving the upsurge in British speciality cheeses? And are they a threat to Continental classics?

Dairy Drinks: Milk drinks are a still stand-out performer in the dairy category, with sales surging despite concerns over sugar content. As a result, we've seen a plethora branded NPD in the category over the past 12 months, with existing players looking to expand their reach and new brands entering the category in search of new opportunities. So what are the key trends driving NPD? Which innovations have proved successful? What's happening in own label?

Milk: How are branded added-value milks faring? Is organic and free-range still booming? How have recent price increases on own label milk affected sales? What are processors/retailers doing to cut out milk price volatility?

Dairy Alternatives: Once the domain of specialist suppliers, the dairy alternatives category is being infiltrated by FMCG giants. So is there still enough room for growth in this increasingly crowded category? And can we expect to see more mainstream brands launching dairy-free SKUs?

Ice Cream: There's been a resurgence in sales of ice cream, with everything from low-cal options to indulgent pots and luxurious cones in strong growth. Are in-store ice-cream parlours set to revolutionise supermarket ice cream sales? And how else are the major mults and leading brands tapping into the ice cream boom?

Yoghurts: Tesco has overhauled its yoghurt aisles again as part of a wider chilled foods shake-up as it moves to the next phase of Project Reset. It comes as yoghurt brands blame struggling volume sales on ongoing range rationalisation and concerns over sugar content. So which brands have been the biggest winners and losers as the mults continue to tweak their ranges? Where are the growth opportunities in the category? And how are own label yoghurts performing? Plus we look at low sugar innovations.

Butters & Spreads: Avocado and coconut spreads, once hailed as the biggest new thing in BSM, have all but disappeared from the mults this year. At the same time, premium butters – both branded and own label – have lost shelf space, while tubs and blocks blended with vegetable oils have gained new listings. So what's going on? Are consumer tastes changing again? What impact is price having? And what does the future hold for the category? After warnings of shortages and eye-wateringly high prices for butter, what's the latest situation on the commodity markets?

Dairy for Kids

Dairy-free brands are starting to make a play for the kids market, with brands launching pouches of late. So how do they fit in with the wider health messaging around kids' dairy? And how are 'real' dairy brands fighting to keep parents on-board? How will a change in advertising rules for marketing to kids impact? Plus we look at innovation.