

The Grocer

Dairymen 2015

Focus On: Milk Drinks by Emma Sturgess (emma-sturgess@hotmail.co.uk)

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Growth in milk drinks is slowing. In the past year value has climbed by but volumes dipped. What are suppliers doing to ensure consumer interest in the category remains high? With coffee and coffee variations having been the flavour of the month for long, what is the next wave of NPD we can expect to hit the milk drinks sector? And how do retailers' strategies for the sector differ?

Box:

- **4 x innovations:** This feature will include a separate panel profiling four of the most interesting launches in this sector from the past year, quoting rsp and stockists and a pack shot to accompany.