

# Scottish Grocer feature synopsis

March 2018 edition

## Coffee feature

Editorial contact for this feature is

**John McNee** [john.mcnee@peeblesmedia.com](mailto:john.mcnee@peeblesmedia.com) 0141 567 6032

Deadline for editorial submission extended to **Monday 29 January, 2018**

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information (for example market share, market trends and details of brand activity)*
- *It's always very useful to receive images – 300 dpi if possible. Good images include product shots, pictures of people quoted in the copy, and pictures of advertising and marketing activity*
- *And please feel free to provide anything else you think is relevant*

**What do you see as key trends in the coffee market, especially those that are likely to affect the convenience retailing channel?**

**What do you see as some of the most important innovations generally in coffee? Have you been involved in innovations, product launches or developments in the last year? Do you have any developments planned for the coming year?**

**When it comes to coffee brands, styles and formats, what kind of options are available to c-stores? How does a retailer know what kind of coffee offering is right for their market?**

**Have you been involved in advertising or other consumer marketing activity and promotions on your brands in the last year? Have you any such activities planned for this year?**

**How important do you think coffee to go is in the c-store scene? Do you expect coffee to go machines and services in c-stores to increase in number in the next couple of years?**

**How do you think convenience retailers can make the best of coffee – both in general and your own brands and products in particular? What are your top c-store merchandising tips?**