

Scottish Grocer feature synopsis

July 2018 edition

Coffee feature

Editorial contact for this feature is

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Deadline for editorial submission **Tuesday May 29, 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*

If the trend towards busier lifestyles is true, it follows that consumers must be enjoying a decent amount of coffee to keep up the pace. In this feature we'll look at how retailers can make the most of demand for coffee and assess how the category is performing in Scottish stores. We would welcome your views on the following where appropriate:

- **How would you assess the performance of coffee in Scottish c-stores at present? Where are the areas of growth? How have changing consumer purchasing habits affected the category?**
- **What are the key considerations for retailers when ranging take-home coffee? What advice can you offer retailers in terms of merchandising to help create an eye-catching display that's easy to shop?**
- **Instant coffee is something of a c-store staple, but is there an opportunity for some retailers to stock more premium products from within the category?**
- **What are the advantages to introducing branded coffee to go? What should retailers consider when shopping around for a coffee machine? Have there been any exciting developments within coffee to go that retailers should be aware of?**
- **How can retailers use their coffee or coffee-to-go machine to generate additional sales from elsewhere in store? What categories work well with coffee and how can retailers best take advantage of this?**
- **What coffee pack sizes/formats perform well in c-stores? Why do you think this is the case? How important is the price mark to the success of coffee?**