

Scottish Grocer feature synopsis

September 2018 edition

Hot beverages feature

Editorial contact for this feature is

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Deadline for editorial submission **27 July 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*

Hot beverages is a category with no shortage of choice, but with so much to choose from independent retailers need to make sure they get the range right for their store. In this feature we'll look at what hot beverage brands/variants have been performing well in Scottish c-stores and ask how retailers can make the most of this category in store. We would welcome your views on the following where appropriate:

- **In your assessment, how are hot beverages performing in independent stores at the moment? Where are the areas of growth and what are some of the key trends for 2018 worth looking out for?**
- **Tea is a category with no shortage of choice, but choosing between so many brands and varieties can be a tough task for retailers – particularly when space is at a premium. In your view, what are the key sub-categories of tea that retailers should cover and why?**
- **How can retailers effectively use their hot beverage range to generate link sales? What categories pair well with hot beverages? Can you think of any effective cross-promotions you have seen in stores?**
- **How should retailers merchandise hot beverages in their store? What's your view re: blocking. By brand? By sub-category? What are the advantages to including multiple sitings of tea/coffee?**
- **How important is quality and provenance to consumers when purchasing hot beverages? Is there an opportunity to upsell more premium products within the category?**