

# Scottish Grocer feature synopsis

November 2018 edition

## Coffee feature

Editorial contact for this feature is

**Alex Burns** [alex.burns@peeblesmedia.com](mailto:alex.burns@peeblesmedia.com) 0141 567 6032

Deadline for editorial submission **Friday, 28<sup>th</sup> September 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*

**Convenience retailers are realising that coffee is no longer reserved for baristas and specialist cafes, and that they can appeal to consumers with coffee to go and a wide range of products to make at home. In this feature, we will look at how c-store retailers can appeal to coffee drinkers and make the most of new product developments. We would welcome your views on the following:**

- **What do you see as key trends in the coffee market, especially those that are likely to affect the convenience retailing channel?**
- **For retailers with limited shelf space, what products should they have as a must-stock in their coffee range? Is there a particular type of coffee that is most popular with consumers?**
- **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?**
- **What are the most important developments in the coffee category? What new products are coming to the market? Is there any NPD you would like to talk about?**
- **How should retailers merchandise their coffee fixture? Is it worthwhile having snacking products and complimentary items near their coffee range?**