

SCOTTISH GROCER FEATURE SYNOPSIS

MARCH 2019 EDITION

COFFEE FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday, 28th January 2019**

- *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*

Coffee is now the most popular drink worldwide, with more and more consumers spending money on their caffeine fix. In this feature we will look at the opportunity this category offers to c-store retailers, in providing both takeaway and at-home coffee solutions. We would welcome comments on the following:

- How is the coffee category in Scotland performing at present? Where are the areas of growth that retailers should pay particular attention to?
- If a retailer was thinking of investing in coffee to go, what advice would you give them? What equipment should they invest in?
- The at-home coffee market is also key. If a retailer is limited on space, what coffee products should they ensure that they stock? How does a retailer know what kind of coffee offering is right for their market?
- How should retailers with limited shelf space approach ranging instant coffee? What are the 'must stocks' for any instant offer? How is decaf performing in convenience?
- What coffee formats are enjoying growth at the moment? Why do you think this is?
- Is there any NPD you want retailers to know about?