

SCOTTISH GROCER FEATURE SYNOPSIS

APRIL 2019 EDITION

TEA

Editorial contact for this feature is

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Deadline for editorial submission **Monday, 4th March 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*

As a category, tea has just as much variety and complexity on offer as wine or whisky, although core products still dominate in convenience. In this feature we'll look at why shoppers keep coming back to trusted tea brands and look at how retailers can make sure customers warm up to tea in their store. We would welcome comments on the following:

- How is tea performing in Scottish c-stores at present? Where are the areas of growth and what category trends should retailers keep an eye on?
- What are the key pack formats that convenience retailers should consider must stocks on their tea fixture? How can retailers ensure they have the right range for the most common shopping missions?
- How can retailers use their tea range to generate incremental sales and drive up overall basket spend? Can you think of any engaging ways of presenting tea in store/pairing with other categories that should pay dividends at the till?
- What advice can you offer retailers with limited square footage who may be nervous of trying more exotic teas? How big is the herbal/green tea opportunity in convenience?
- How important are PMPs to tea? What PMPs do you offer and why?
- Do you have any NPD you would like to shout about?