

SCOTTISH GROCER FEATURE SYNOPSIS

JULY 2019 EDITION

COFFEE FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Tuesday, May 28th, 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*

Traditionally tea-loving Brits have been picking up more and more coffee, as the category continues to grow. In this feature we'll look at the opportunities that coffee offers for c-store retailers, and how they can do more to maximise sales. We would welcome your views on the following:

- How would you assess the performance of coffee in Scottish c-stores at present? How is it performing compared to tea?
- Instant coffee has been the traditional staple of c-stores, but is there an appetite for more premium take-home coffee options?
- What about provenance? Are consumers now more interested in the origins and history of the coffee that they buy?
- When it comes to coffee-to-go, what are the advantages for retailers who introduce branded coffee-to-go? What should retailers consider when shopping around for a coffee machine?
- How can retailers use coffee-to-go to encourage link-up sales? What kind of deals or merchandising works well?
- Does coffee-to-go help encourage footfall? How should retailers promote their coffee-to-go offering? Is social media a useful tool?