

# SCOTTISH GROCER FEATURE SYNOPSIS

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## HOT BEVERAGES FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday, July 29th, 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 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*

From the coffee to go boom that has been felt across convenience to the ever-present demand for a cup of tea at home, the hot beverages category is a critical one for Scottish stores. In this feature we'll look at how hot beverages are performing in Scottish stores and ask what retailers can do to ensure their offer hits the spot with consumers. We would welcome comments on the following:

- How would you assess the performance of hot beverages in Scottish convenience at present? What are some of the key trends in the category? Where are the areas of growth?
- Coffee to go offers a great margin opportunity for c-store retailers. What options are out there for retailers looking to introduce or improve coffee to go? What are the key considerations retailers should be aware of when introducing a new coffee to go offer? What are the benefits of a branded machine?
- What are the key trends in take-home hot beverages? What pack sizes are performing well? How important are PMPs to the success of coffee and tea? What hot beverage merchandising advice can you offer retailers?
- What are some of the more exciting innovations you have seen in the hot beverage category in recent years?
- Do you have any NPD you would like to shout about?