

SCOTTISH GROCER FEATURE SYNOPSIS

NOVEMBER 2019 EDITION

COFFEE FEATURE

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

Deadline for editorial submission **Monday, 23 September, 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*

We'll never know just how much coffee consumption contributes to the economy, but it's certainly a functional essential for some as much as it's a pleasure for others. A staple of convenience, in this feature we'll look at how retailers can improve their coffee offer to make the most of what the category has to offer. We would welcome comments on the following:

- How is coffee performing in Scottish c-stores at the moment? What are some of the key trends retailers should be aware of? Where do you believe the growth opportunities are for the future?
- What formats are proving popular in the instant-coffee category? What pack sizes should retailers ensure they stock and is there much variation in this area depending on location (community store/city centre etc.)? Has there been any innovation in pack formats retailers should be aware of?
- How important is brand to the success of coffee? How loyal are coffee customers to their preferred brands? Why do you think this is the case?
- What flavours/types of coffee would you consider to be 'must stocks' for convenience stores? How is decaf performing in stores? Fair trade?
- How important are the ethical credentials of coffee to shoppers (in terms of both packaging and trade)? What advantages are there to offering an ethical coffee option?

- For retailers who have yet to install a coffee to go option in their store, why would this be worth considering? What do you think accounts for the boom in coffee to go in Scottish convenience stores of recent years?
- What should retailers look for when first investing in coffee to go? What are some key considerations that retailers should be aware of when choosing a coffee to go supplier/equipment? What kind of finance/leasing options are available to retailers in this area?