

SCOTTISH GROCER FEATURE SYNOPSIS

MARCH 2020 EDITION

COFFEE FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday January 27th, 2020**

- *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 is 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*

The popularity of coffee shows no sign of slowing down, with more and more of us relying on caffeine to supply the boost required for navigating modern life. 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 would you summarise the coffee market in convenience as we enter into a new decade? What areas of growth should retailers pay particular attention to? How is take home coffee performing in c-stores? How would you assess the performance of coffee to go in convenience?
- 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. What coffee products should retailers ensure that they are stocking if they want to make the most of this category?
- How should retailers merchandise their coffee range in store to ensure that they maximise sales?
- Is there any NPD you want retailers to know about?