

SCOTTISH GROCER FEATURE SYNOPSIS

July 2020

Coffee

Editorial contact for this feature is

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Deadline for editorial submission Friday 5 June

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information such as 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.*

Coffee is going from strength to strength in Scottish c-stores as retailers embrace the high-margin opportunity an on-the-go offer can provide. The at-home coffee category is also packed with options for retailers and in this feature we'll look at how retailers can make the most of both to help keep their tills ringing.

We would welcome comments on the following:

- How would you assess the performance of coffee in Scottish c-stores at the moment. What are the key trends that retailers should be aware of?
- How has the increase in the number of consumers working from home affected the coffee category?
- How has coffee to go evolved in c-stores? How important is a strong coffee-to-go offer to c-store success? What kind of coffee-to-go solutions are available to c-stores? What questions should retailers be asking when preparing to invest in a coffee-to-go solution?
- What pack formats/flavours are proving popular in take-home coffee? Why do you think this is the case?
- What are the key shopper missions in the coffee category? What can retailers do to cater to these missions?

- What merchandising/ranging advice can you offer retailers?
- Do you have any NPD or campaigns you would like to shout about?