

SCOTTISH GROCER FEATURE SYNOPSIS

September 2020

Hot Beverages

Editorial contact for this feature is

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Deadline for editorial submission Friday 31st July

- *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.*

Hot beverages are big business for Scottish c-stores, but the way these products are consumed may have changed since coronavirus measures came into force. With more consumers working from home than ever, and commuter traffic dropping as a consequence, we'll look at the state of the hot beverages category in 2020 and ask how retailers can make the most of the opportunities available. We would welcome comments on the following:

- How would you assess the performance of hot beverages in Scottish convenience stores at present? What are the key trends retailers should be aware of? Where are the areas of growth? What are the 'must stocks'?
- Coffee-to-go was going well in Scotland before coronavirus lockdown measures were introduced. How is that subcategory performing now? With commuter traffic likely reduced for the foreseeable, how can retailers ensure their coffee-to-go offer continues to work for them?
- How have ambient coffee/take-home products performed in 2020? Has working from home given the category a boost? What can retailers do to further exploit demand for at-home hot beverage solutions?
- What pack formats/sizes/PMPs etc. are performing well in convenience and why? How important is price perception to category success vs. brand recognition?

- What ranging/merchandising advice can you offer Scotland's c-store retailers? How can retailers use their hot beverage offer to generate link sales?
- Do you have any NPD/campaigns you would like to shout about?