

SCOTTISH GROCER FEATURE SYNOPSIS

January 2021

Hot Beverages

Editorial contact for this feature is

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Deadline for editorial submission Friday, November 27th.

- *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 make the world go round, with millions of consumers starting their work day with a mug of coffee or unwinding with a cup of tea. In this feature we'll look at how the hot beverages category has evolved in Scottish c-store and ask how retailers can make sure their store is set up to make the most of hot beverage opportunities in 2021. We would welcome comments on the following:

- How would you assess the performance of hot beverages Scottish c-stores at present. Where are the areas of growth? What is driving that growth? What are the key trends for 2021 that retailers should be aware of? How can retailers make the most of these trends?
- How did the Covid-19 pandemic affect shopping behaviour in hot beverages, particularly in the convenience channel? Was there a shift towards take-home products? Do you expect to see these behaviours continue post Covid?
- What pack sizes/formats are performing well in convenience at the moment? How have you altered your range to reflect contemporary trends? Are there any pieces of innovation in pack format that retailers should look out for?
- What role can hot beverages play in a strong to-go offer? What solutions are available to retailers who may wish to introduce an on-the-go coffee option in their store?

- Do you have any NPD you would like to shout about?