

## SCOTTISH GROCER FEATURE SYNOPSIS

July 2021

### Coffee

Editorial contact for this feature is

Matthew Lynas [matthew.lynas@peeblesmedia.com](mailto:matthew.lynas@peeblesmedia.com) 0141 567 6074

Deadline for editorial submission Friday, June 4th.

- *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 keeps the country moving and offers convenience retailers the chance to drive high margin to-go purchases, while take-home packs often drive top-up shopper footfall. In this feature we'll look at how coffee is performing in Scottish c-stores and ask how retailers can make the most of this popular category. We would welcome comments on the following:

- How would you assess the performance of coffee in Scottish c-stores? What are the key trends that retailers should be aware of for 2021, especially those affecting the convenience retailing channel? How has the Covid-19 pandemic affected the coffee category? Do you expect pandemic trends to continue as lockdown restrictions are eased?
- 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?