

## SCOTTISH GROCER FEATURE SYNOPSIS

September 2021

### Hot Beverages

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

Deadline for editorial submission Friday, 30<sup>th</sup> 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 offer different things to different people, whether it's a coffee kick to help reach a tight deadline, or a soothing tea to help ease into the evening, the category has something for everyone. In this feature, we'll look at the key hot beverage trends and ask how retailers can ensure their range is fit for purpose. 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. Now that restrictions are easing, should retailers expect to see increased demand as more consumers are out of the home more often?
- How have ambient coffee/take-home products performed in 2021? What are the key trends within ambient/take-home? What flavours are proving popular? How is demand for caffeine vs. decaf?
- 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?