

SCOTTISH GROCER FEATURE SYNOPSIS

January 2022

Hot Beverages

Editorial contact for this feature is

Callum McDade callum.mcdade@peeblesmedia.com 0141 567 6032

Deadline for editorial submission: Monday, 29th November

- *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.*

Colder weather is here, and consumers will start looking for a warming pick me up in their mornings or a drink to keep them toasty for those cold and dark nights. In this feature we will look at how retailers can make the most of the opportunities the hot beverages category provides. We would welcome comments on the following:

- How would you assess the performance of hot beverages in Scottish c-stores currently? Where are the areas of growth and what is driving this growth? What are the key trends for 2022 that retailers should make the most of?
- How did the pandemic affect shopping behaviours in the category and do you expect to see these trends continue into 2022? Are more consumers looking for coffee-shop style beverages? How has the return to the workplace affected this?
- 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 that retailers should look out for?
- How can retailers capitalise on to-go offers? What solutions are available for retailers that are looking to introduce an on-the-go coffee option in store?
- Do you have any NPD/campaigns you would like to shout about?