

SCOTTISH GROCER FEATURE SYNOPSIS

July 2022

Coffee

Editorial contact for this feature is

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

Deadline for editorial submission: Friday, 27th May

- *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.*

Whether they're back in the office or working from home, consumers will still be looking for their morning cups of coffee to help start the day. In this feature we will be looking at how Scottish c-store retailers can cater for both consumers whether that's through an on-the-go solution in stores or take-home options. We would welcome comments on the following:

- How would you assess the performance of coffee in Scottish c-stores? Where are the areas for growth here? What are the key trends that c-store retailers should be aware of for 2022?
- Many consumers shifted towards more premium and barista-style coffees during lockdowns? How is demand for premium coffee options holding up? What advice would you offer retailers looking to expand their coffee offer to include more premium options?
- How is coffee-to-go performing in convenience? Did the pandemic affect performance and has this changed since restrictions have eased?
- What questions should retailers be asking before investing in a coffee-to-go solution? How can they ensure they're getting a solution that's right for their store ?
- What impact is the cost of living crisis having on the coffee category? How do you think consumer behaviour will evolve as more consumers feel the pinch as household budgets are squeezed?
- What pack formats are proving popular in take-home coffee? Why do you think this is the case?
- What merchandising or ranging advice can you offer to c-store retailers?
- Do you have any NPD or campaigns you want to shout out?