

SCOTTISH GROCER FEATURE SYNOPSIS

September 2022

Hot Beverages

Editorial contact for this feature is

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Deadline for editorial submission, Friday 5th August

- *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, whether take home or on-the-go, present c-store consumers with a huge opportunity. The category has also been evolving in recent years and in this feature we'll ask brands to weigh in with their assessment of where things stand now and what Scotland's convenience retailers can do to make the most of current trends. We would welcome comments on the following:

- How would you assess the performance of hot beverages in the Scottish convenience channel at the moment? What are the key trends and how can retailers capitalise on them? Where are the areas for growth?
- Many consumers learned a lot about making café level hot drinks at home over the lockdowns of the last few years. How have pandemic trends affected the hot beverages category and can c-store retailers expect to see new habits/behaviours sticking around longer term? What can retailers do to ensure they've got the right offer for today's shopper?
- How has the cost-of-living crisis impacted hot beverage sales? Are consumers being more cautious with their spending, perhaps swapping out an on-the-go coffee for a drinks at home? What can retailers do to ensure they are communicating value to shoppers during tough financial times?
- What pack formats are performing well in the convenience channel and why? How important is brand recognition in the category? What place do PMPs have in hot beverages in the years and months ahead?
- How are herbal, green, fruit and other alternative teas performing in convenience? Could retailers be doing more here? What advice can you offer retailers branching out with their tea range for the first time?
- Do you have any NPD or campaigns you would like to shout about?