

SCOTTISH GROCER FEATURE SYNOPSIS

April 2023

Tea & Coffee

Editorial contact for this feature is

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

Deadline for editorial submission Monday 27th February

- *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.*

Helping to kickstart the day or to relax after a long one, consumers owe a lot to tea and coffee, making them absolute must-stocks across the convenience channel. In this feature, we will examine the raft of options available to consumers and the importance of a brand across the categories. We would welcome comments on the following:

- How are the tea and coffee categories performing in Scottish c-stores at present? Where are the areas for growth? How can retailers make sure they are making the most of this growth? What are the key trends retailers should be aware of?
- What pack formats are performing well at the moment for tea and coffee? Has this changed over the last year as consumers adjusted to hybrid living? What sustainable options does your brand offer across packaging (e.g. refill bags, reduced glass, etc)?
- How has the demand for health benefits affected tea and coffee sales? What can retailers do to effectively draw consumers attention to these benefits?
- How can retailers generate some excitement in store around tea and coffee? How can they use this to grow link-up sales across complementary categories such as biscuits or baked goods?
- How has the cost-of-living crisis affected sales for tea and coffee? Has there been a trend towards more affordable options across the board? What part can PMPs play here? How can retailers continue to sell up to consumers during the financial crisis?
- Do you have any NPD or campaigns you would like to shout about?