

SCOTTISH GROCER FEATURE SYNOPSIS

July 2023

Coffee

Editorial contacts for this feature are:

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Deadline for editorial submission is Wednesday 24th 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.*

Starting the day without a cup of coffee is a challenge for some but a near impossibility for others, making it an absolute must for plenty of consumers. In this feature, we will look at the variety of options available to customers looking for their caffeine fix and how c-store retailers can provide this through in-store solutions 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 2023?
- How has the demand for more premium options across coffee held up recently? What advice do you have for retailers looking to expand on their coffee offering by bringing in more premium options in stores?
- What impact is the cost-of-living crisis having on coffee sales at the moment? Are more consumers trading down to a cheaper way to have their caffeine fix or have they stuck with brands they trust? How can retailers convince their shoppers to trade up to higher priced coffee options in stores?
- How has demand for coffee-to-go options performed in c-stores of late? Has the demand for more barista-style coffees still sustained this demand?
- What pack formats are performing well in convenience at the moment? Why do you think this is the case? How have PMP formats been performing?
- What merchandising or ranging advice do you have for c-store retailers?
- Do you have any NPD or campaigns you want to shout about?