

The Makings of a Top Coffee Program

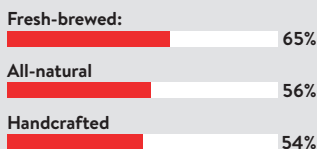
Operating a successful coffee operation calls for more than just always offering a fresh pot. A premium coffee program and experience must also include ensuring top quality taste and variety, sourcing quality beans, using preferred brewing methods and collaborating with an experienced, passionate partner that can help grow participation and interest in coffee.

PURCHASE DRIVERS:

"I'M MORE LIKELY TO PURCHASE A PREMIUM COFFEE AT COFFEE CAFES OVER A STANDARD VARIETY."

38%

"I WOULD BE MORE LIKELY TO PURCHASE BEVERAGES THAT ARE:"²



¹ National Coffee Association, National Coffee Data Trends 2020
² Technomic 2020 Beverage Consumer Trend report
³ Technomic 2020 Bakery and Coffee Café Consumer Trend report
⁴ Technomic 2019 Retailer Meal Solutions Consumer Trend report

PREFERRED BREWING METHODS AT COFFEE CAFES:³



SUSTAINABLE COFFEES:⁴

Consumers who say availability of sustainable items and ingredients is important:

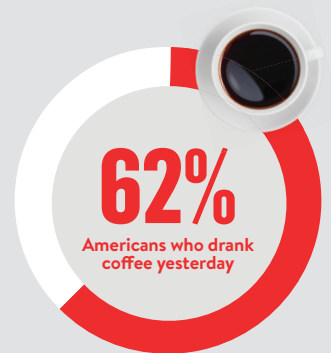
45%

THINK BIG:

Consumers are increasingly shifting from medium to large beverage sizes. Be sure to add enticing offers for them to upsize their coffee consumption.



BEHAVIORS AND PERCEPTIONS IN THE U.S.:¹



AVERAGE NUMBER OF CUPS THEY CONSUMED, PAST DAY: 3.2

SHARE OF CUPS CONSUMED CONSIDERED TO BE GOURMET:



61%