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Competing with Quality Cold Coffee Offerings

Cold coffees drive sales and traffic among younger consumers, across dayparts and more.



Cold coffees are especially popular with **younger consumers**.

Among 18- to 34-year-olds:¹



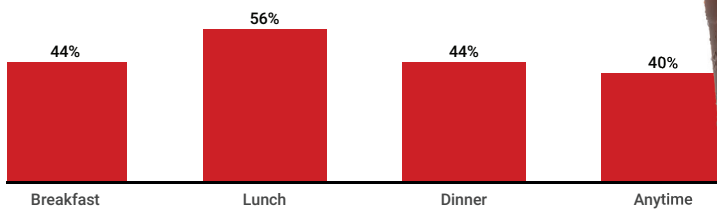
Nearly **1 in 3** say they'd consider ordering iced coffee if available.

Hot coffee peaks at breakfast, whereas **cold coffee drives sales all day.**

Leading coffee QSRs report **MORE THAN 70% OF SALES** coming from cold drinks.²



By bringing **better variety, taste, quality and freshness to coffee beverages**, retailers can meet high demand while decreasing labor and waste.



Percentage of convenience store consumers have ordered cold coffee during each daypart?³



The **Coffee Art C** offers fresh, consistent, quality iced coffee at the touch of a button.



SEB Professional manufactures coffee machines that elevate the c-store coffee program.

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Sources:

¹ Technomic's Bakery & Coffee Cafe report

² Convenience.org

³ Technomic's 2022 Beverage Consumer Trend Report

⁴ Technomic's Q3 2022 C-Store Consumer Marketbrief