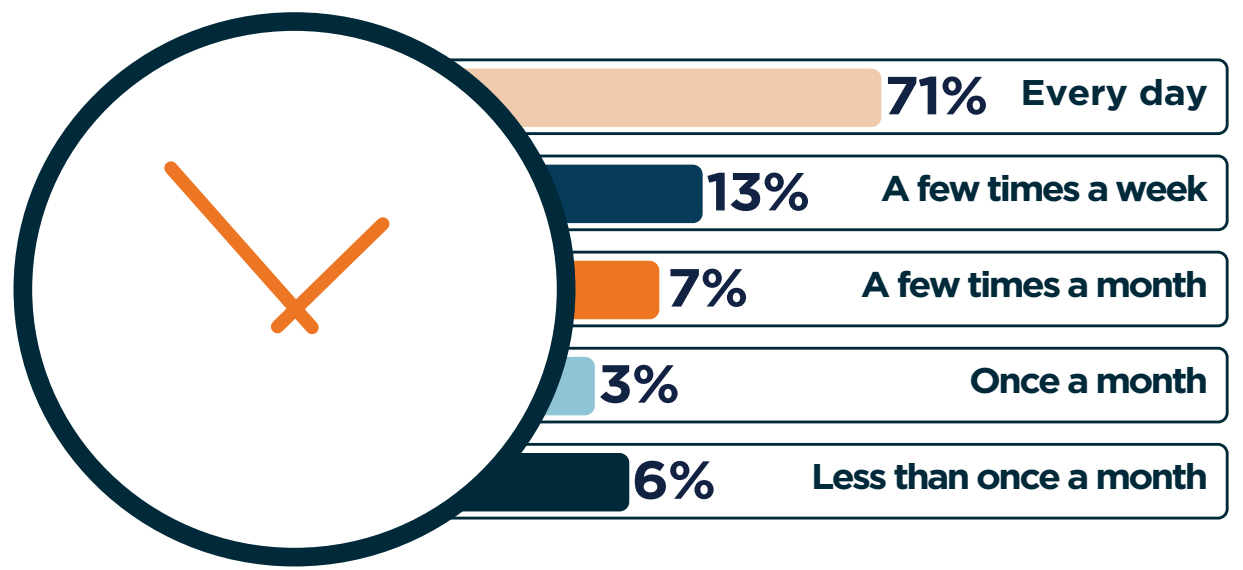
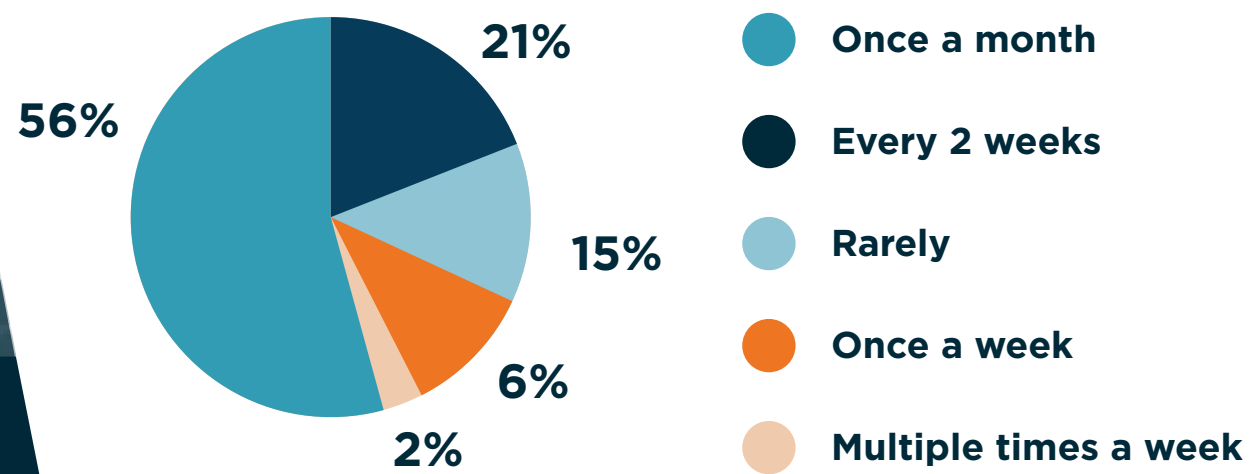


SPILLING THE BEANS:

How often they drink coffee:



How often they buy coffee beans or ground coffee:

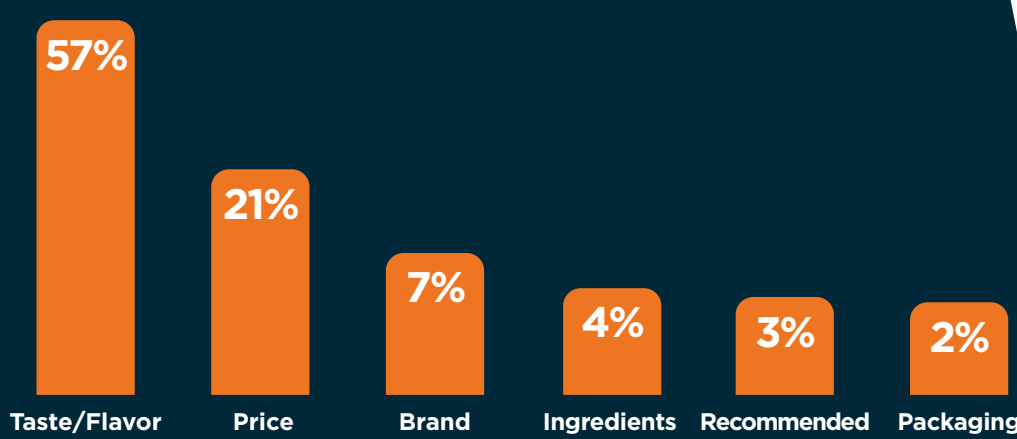


COFFEE LOVERS

We surveyed shoppers to learn about their coffee preferences, from what impacts their purchase to how they take their morning cup. Take a look at the results!

SHOPPING PREFERENCES:

Factors that impact their purchase:

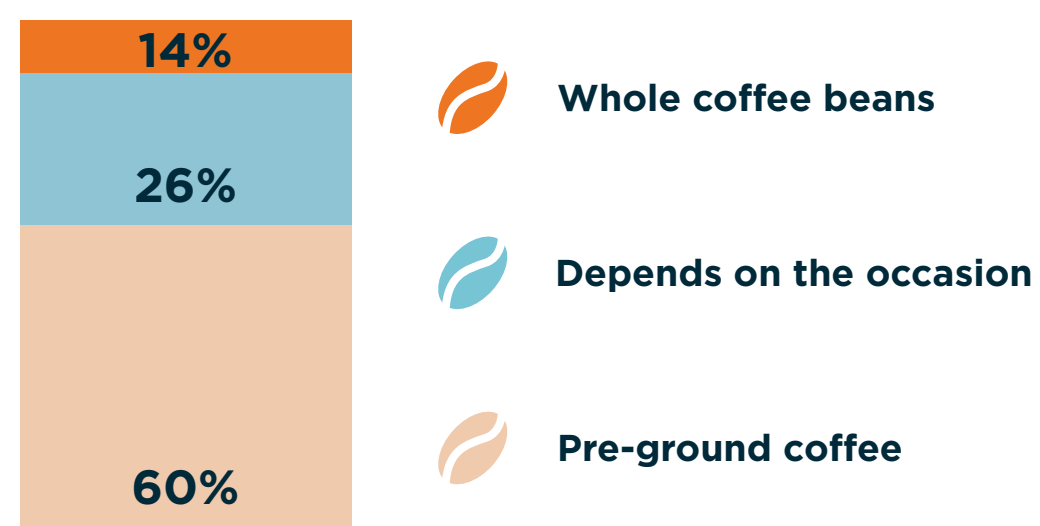


6% Their purchases aren't influenced by a particular factor

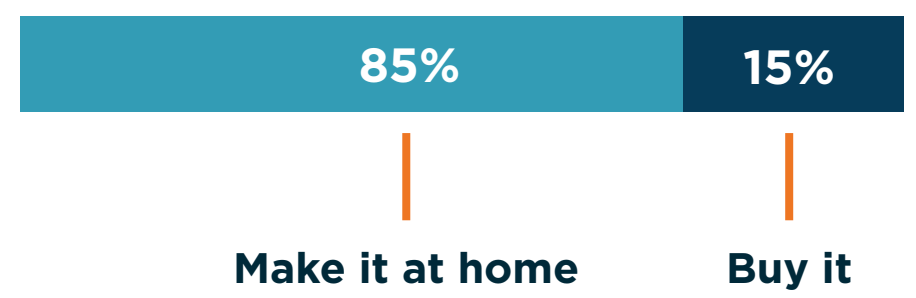
Where they shop for their coffee essentials:



Their preference for whole coffee beans or pre-ground coffee:

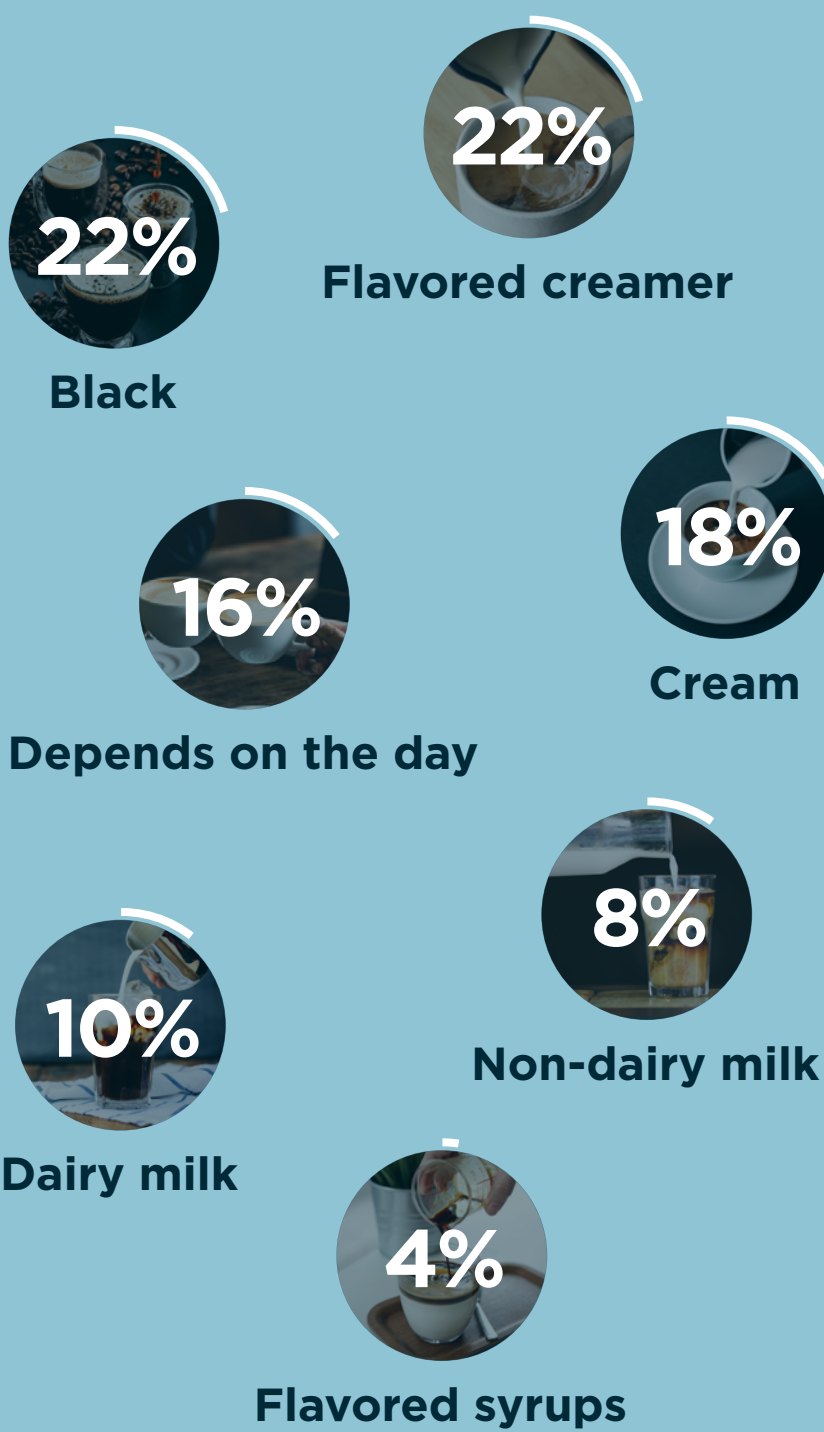


Their preference for buying coffee or making it at home:

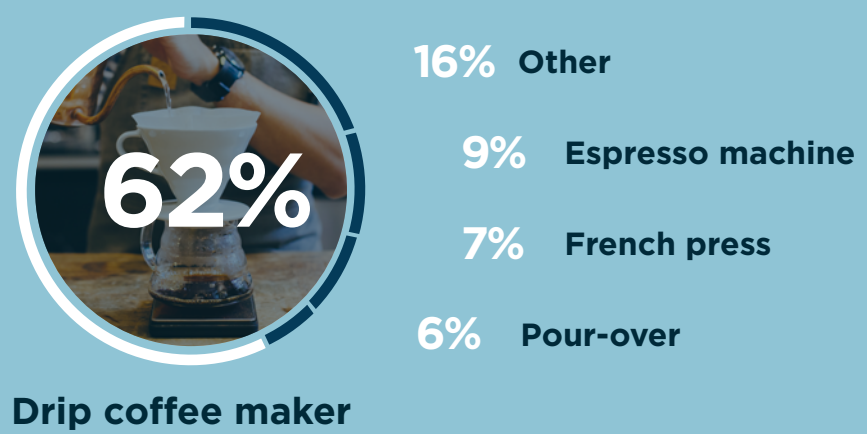


HOW THEY LIKE THEIR COFFEE:

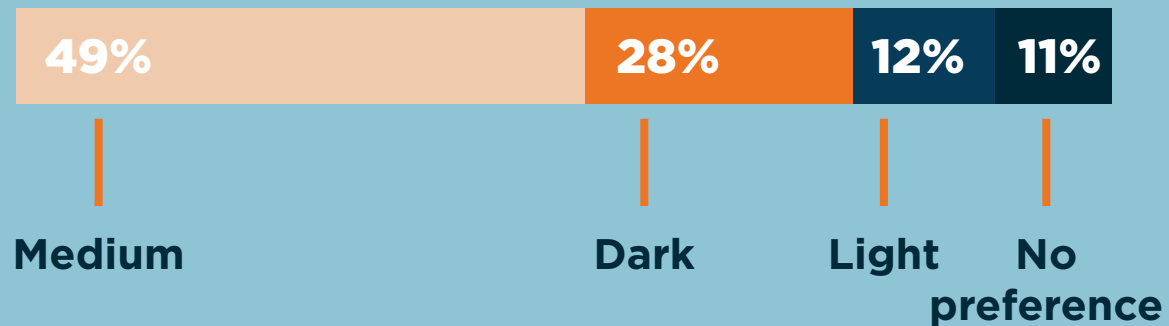
What they take their coffee with:



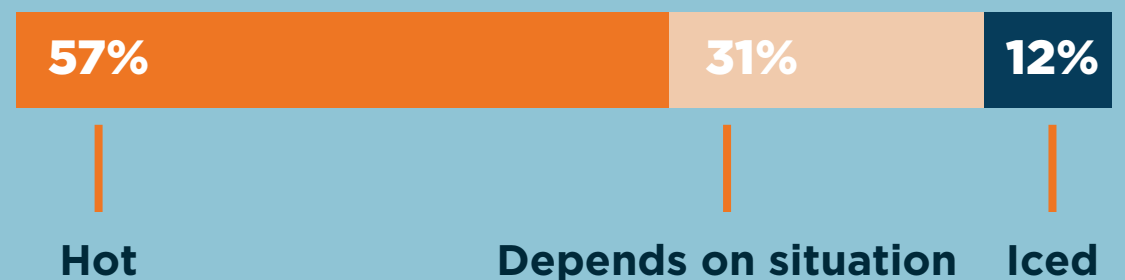
How they brew their coffee:



Their preference for coffee roast:



Their preference for hot or iced coffee:



COFFEE WITH BREAKTIME:

Make sure your brand is top-of-mind when shoppers are looking for an energy boost. Here are just a few ways our **fun, personalized, interactive content** can help your brand engage shoppers and inspire purchase:

- Help shoppers discover their coffee match by pairing them with their perfect roast based on a **personality quiz**
- Use an easy-to-use, digital **add-to-cart** feature to encourage shoppers to place an order of their favorite coffee products
- Feature a **list** to engage shoppers with ways to craft their dream cup of coffee while educating them on your brand's products
- Create bold moments with your brand through a custom performance-based promotion, such as a **register-to-win sweepstakes** or a **contest** that encourages UGC uploads