

# Coffee Drinking at Work

November 2015

**2/3** OF WORKERS BELIEVE HIGH QUALITY COFFEE MAKES THE WORKPLACE A GOOD PLACE TO BE

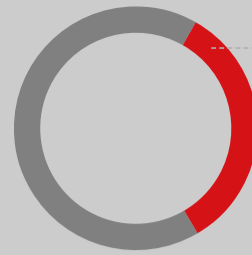
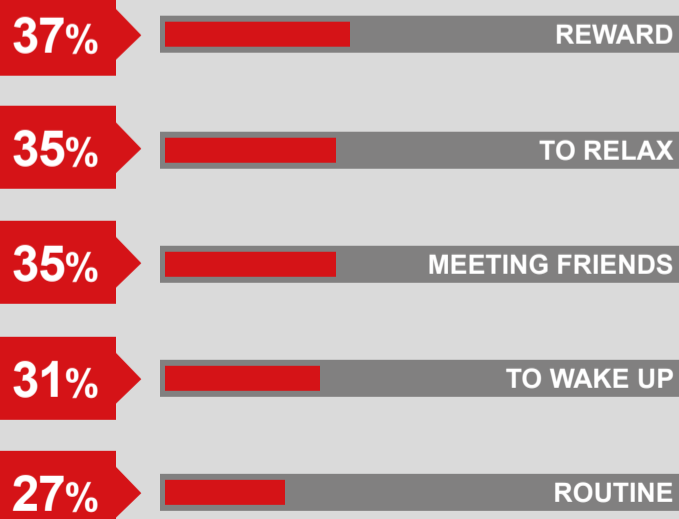


**THE AVERAGE**  
NUMBER OF COFFEES  
CONSUMED AT  
WORK EACH DAY

**MOST IMPORTANT  
FACTORS WHEN  
DRINKING COFFEE**

- 1** TASTE
- 2** CONVENIENCE
- 3** QUALITY

**TOP 5** REASONS PEOPLE DRINK COFFEE OUT OF HOME



**OVER A THIRD**  
LEAVE WORK TO BUY  
COFFEE ELSEWHERE

**WHY?**

**66%** SAY IT'S BECAUSE THE QUALITY IS BETTER

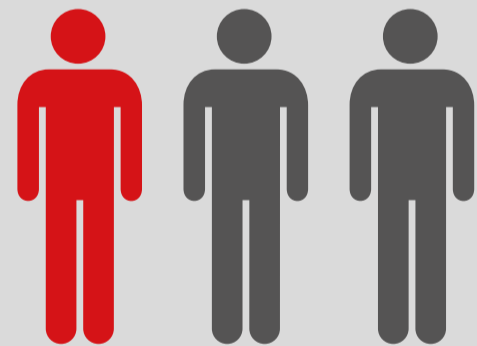
**13%** INCREASE THIS YEAR

**£1.61**

**THE AVERAGE  
PRICE CONSUMERS  
ARE PREPARED TO  
PAY FOR COFFEE IN  
THE WORKPLACE**

**40P** THIS YEAR

**1 IN 3**



PEOPLE EXPECT A GREAT QUALITY COFFEE AT WORK

**>£2**

THE PRICE OVER HALF OF CONSUMERS WOULD PAY IF THE QUALITY WAS BETTER

**UCC**  
COFFEE

Allegra  
**insights**