

Coffee In The Eating Out Market

September 2015

DO YOUR CUSTOMERS JUDGE YOUR RESTAURANT BY THE QUALITY OF YOUR COFFEE?

2 OUT OF **3** CONSUMERS SAY **THEY DO**

TOP 3 FACTORS

WHEN CHOOSING TO HAVE A COFFEE WITH OR AFTER A MEAL

- 1 **QUALITY**
- 2 **CONSISTENCY**
- 3 **CHOICE**

LESS THAN **50%**

OF CONSUMERS EXPECT TO GET A GREAT COFFEE WHEN EATING OUT



3 OUT OF **4**

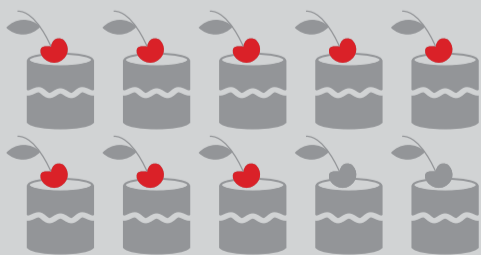


PREFER HIGH STREET COFFEE TO RESTAURANT COFFEE

SWEET ENOUGH?

8 IN **10**

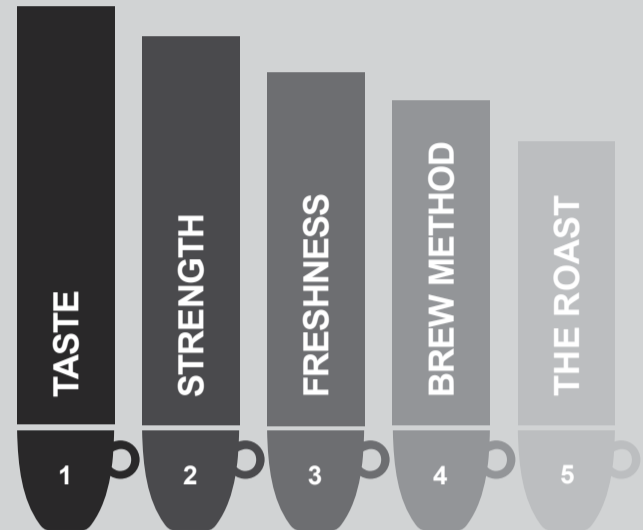
WOULD CHOOSE A COFFEE OVER A DESSERT



IT'S ALL ABOUT THE **EXPERIENCE**

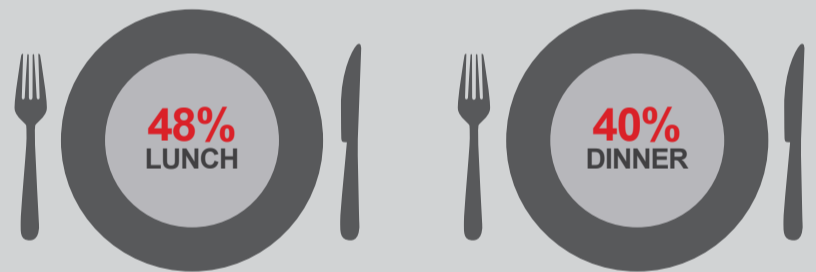


SAY QUALITY COFFEE MAKES THE DIFFERENCE BETWEEN A MEDIOCRE OR EXCEPTIONAL EXPERIENCE



MOST IMPORTANT THINGS IN THE CUP

CONSUMERS DRINK MORE COFFEE WITH LUNCH THAN WITH DINNER



COFFEE QUALITY LEAGUE

	1 FINE DINING
	2 INDEPENDENT RESTAURANTS
	3 BRANDED RESTAURANTS
	4 HOTELS
	5 PUBS

17%

STILL EXPECT HOTEL BREAKFAST COFFEE TO BE INSTANT

PUB COFFEE VIEWED AS LOWEST QUALITY OF ALL



UCC
COFFEE

Allegra
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