

The Coffee Opportunity: Pubs & Bars

February 2017

Room for improvement

PERCEPTION OF COFFEE IS **AVERAGE**: RATED JUST

3/5



OVER A THIRD (41%) OF CONSUMERS WOULD BUY MORE COFFEE MORE OFTEN



IN PUBS AND BARS IF THE BEVERAGE QUALITY WAS BETTER



OF CONSUMERS WOULD BE WILLING TO **PAY £2.99 OR MORE** FOR A GREAT CUP OF COFFEE **IN A PUB OR BAR**

Day part opportunity

MORE THAN

1/4



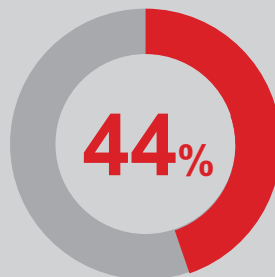
OF CONSUMERS SAY THAT IF IT **OPENED EARLIER** THEY WOULD VISIT A PUB OR BAR FOR THEIR MORNING COFFEE RATHER THAN A HIGH-STREET COFFEE SHOP



IN BUSY LOCATIONS, longer day parts represent a huge opportunity for increased footfall and revenue

The essential coffees on the pub menu:

- 1) Cappuccino
- 2) Latte
- 3) Espresso
- 4) Flat white



WOULD BE PUT OFF RETURNING TO A PUB OR BAR THAT SERVES POOR QUALITY COFFEE

UCC
COFFEE