

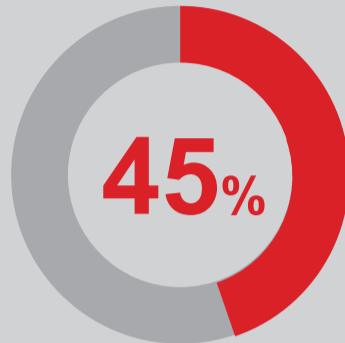
Workplace Insight – Coffee Drinking at Work

May 2017

Workers love coffee



QUALITY COFFEE
MAKES WORK A BETTER
PLACE TO BE



WOULD INCREASE THEIR NUMBER
OF COFFEE VISITS WERE
A LOYALTY SCHEME IN PLACE

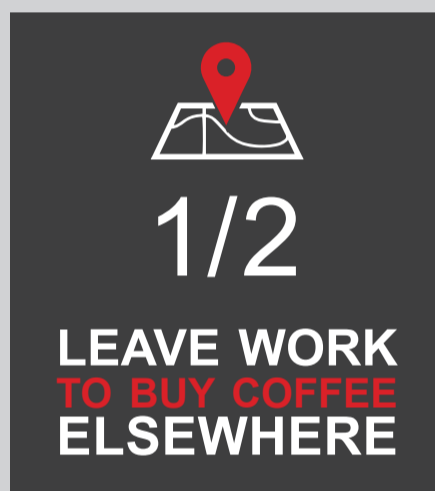
ON AVERAGE
WORKERS DRINK

2.96



COFFEES A DAY

An opportunity wasted



**WOULD STOP BUYING
HIGH STREET COFFEE IF THE QUALITY
AT WORK WAS IMPROVED**

Quality is king



ONLY 1/5 OF WORKERS PRIORITISE
CONVENIENCE OVER QUALITY

TOP THREE FACTORS WHEN BUYING COFFEE

- 1 TASTE
- 2 CONVENIENCE
- 3 QUALITY

WHAT MAKES THE ULTIMATE COFFEE?

- 1 STRONG
- 2 TASTY
- 3 FAST
- 4 CONSISTENT

THE MOST POPULAR COFFEES



41%
LATTES



35%
CAPPUCCINO



26%
AMERICANO

WHAT WORKERS ARE CURRENTLY
PREPARED TO SPEND ON A COFFEE

£1.78

WHAT WORKERS WOULD PAY FOR
PREMIUM COFFEE

£2.18

UCC
COFFEE