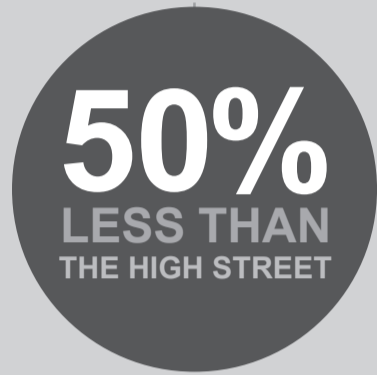


COFFEE DRINKING AT WORK

JANUARY 2014

£1.41

THE AVERAGE AMOUNT CONSUMERS ARE PREPARED TO PAY FOR COFFEE IN THE WORKPLACE



MOST IMPORTANT FACTORS

- 1 PRICE
- 2 QUALITY
- 3 CONSISTENCY

FILTER COFFEE

IS PURCHASED MORE AT WORK THAN ON THE HIGH STREET

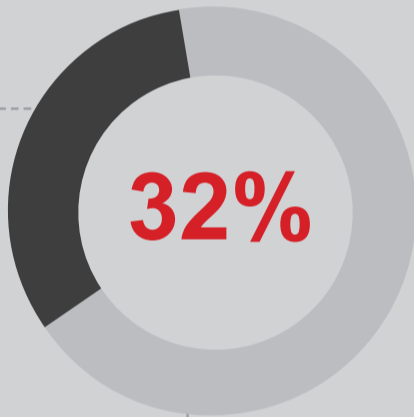
18%

WORKPLACE

6%

HIGH STREET

PEOPLE WHO LEAVE WORK TO BUY COFFEE ELSEWHERE



AGE GROUP MOST DISSATISFIED WITH COFFEE QUALITY IN THE WORKPLACE.

18-24
YEAR OLDS

25-34
YEAR OLDS

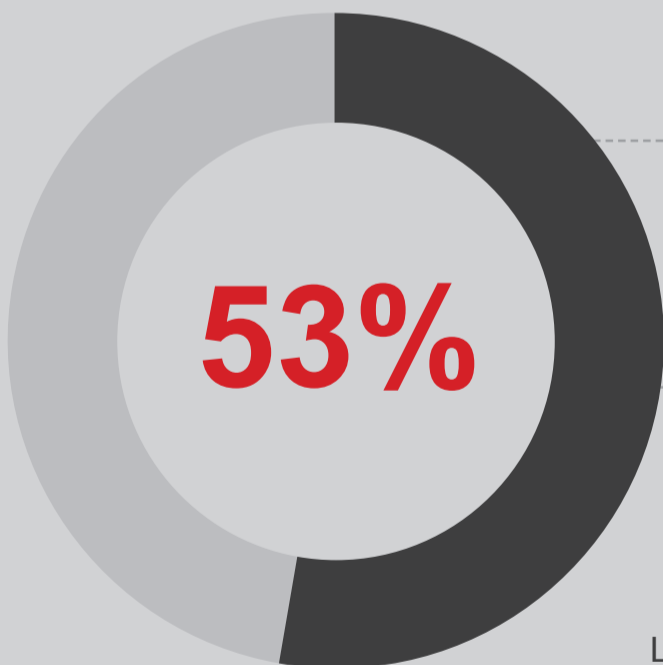
35-44
YEAR OLDS

45-54
YEAR OLDS

55-64
YEAR OLDS

WHY?

BUT THEY ARE PREPARED TO PAY MORE!



IT'S BECAUSE THE COFFEE QUALITY IS BETTER

COFFEE IN THE WORKPLACE IS REGARDED AS AVERAGE COMPARED TO GOOD ON THE HIGH STREET.

LOYALTY SCHEMES ARE THE MOST EFFECTIVE TOOL TO DRIVE SALES AT WORK.

★ BETTER QUALITY + £ TO SAVE MONEY = THE MAIN REASONS FOR BRINGING COFFEE IN TO THE WORKPLACE

UCC
COFFEE

OnePoll

Let's talk coffee



www.ucc-coffee.co.uk