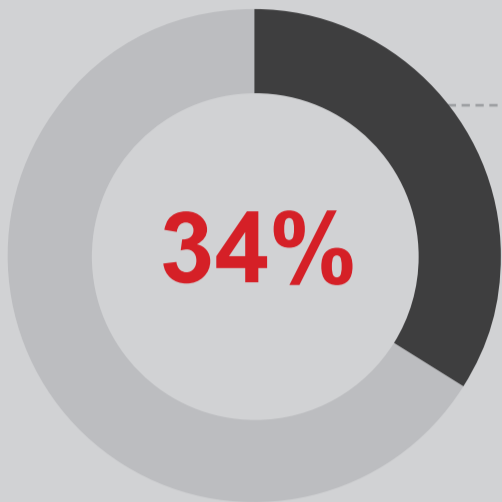


COFFEE BUYING HABITS WHEN EATING OUT

AUGUST 2013



PEOPLE WHO
EAT OUT
ONCE A WEEK

A VARIED COFFEE
MENU IS EXPECTED
BY CONSUMERS
REGARDLESS OF THE
TYPE OF VENUE.



**TIME FOR A
COFFEE!**

MID-MORNING AND
LUNCH ARE THE MOST
IMPORTANT 'DAY-PARTS'
FOR COFFEE PURCHASE.

48%

CONSUMERS IN FAVOUR OF
SEASONAL COFFEE MENUS

LATTE
CONTINUES TO BE
THE NATION'S
FAVOURITE
COFFEE



8 OUT OF 10

CONSUMERS WILL CONSIDER
ORDERING COFFEE OVER A
DESSERT WHEN EATING OUT!



COFFEE QUALITY/TASTE IS RATED
AS A **VERY IMPORTANT** PART OF THE
OVERALL DINING EXPERIENCE AND
ENCOURAGES CUSTOMER RETENTION.



**34% OF PEOPLE
THINK BRAND
IS AN IMPORTANT
PART OF THEIR
COFFEE EXPERIENCE
WHEN EATING OUT**

**36% ARE MORE CONCERNED
WITH THE QUALITY
OF CROCKERY**

1/3

OF PEOPLE FEEL THAT INFORMATION ON ORIGINS,
ROAST PROFILE AND TASTING NOTES WOULD ADD
VALUE TO THEIR EATING OUT EXPERIENCE.

**CONSUMER EXPECTATIONS OF
HIGH QUALITY COFFEE
RELATIVE TO VENUE TYPE**



FOR A GREAT CUP OF COFFEE **5%** WOULD BE PREPARED TO PAY OVER **£5**



Let's talk coffee



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