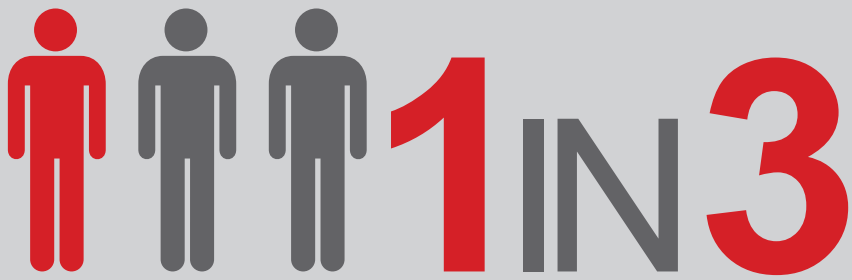


# GARDEN CENTRES AND COFFEE

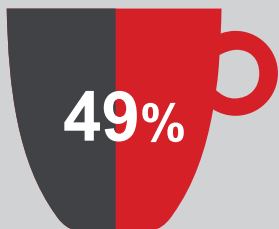
AUGUST 2014



PEOPLE WOULD VISIT A GARDEN CENTRE **MORE** OFTEN IF THE QUALITY OF COFFEE WAS BETTER

 **£2.49**

THE PRICE CONSUMERS ARE PREPARED TO PAY ...BUT WOULD PAY MORE IF IT WAS BETTER



OF HOT BEVERAGE PURCHASES ARE INDULGENT



OF CONSUMERS SIMPLY NEED A REFRESHMENT

“ COFFEE IS MORE INTEGRAL TO THE CONSUMER **EXPERIENCE** IN GARDEN CENTRES THAN OTHER LEISURE DESTINATIONS ”

**87%** OF HOT DRINK SALES ARE COFFEE

- 1** CAPPUCCINO
- 2** LATTE
- 3** AMERICANO

## MOST IMPORTANT FACTORS

- 1** QUALITY OF COFFEE
- 2** COFFEE SHOP ENVIRONMENT
- 3** SPEED OF THE SERVICE
- 4** PRICE
- 5** ETHICAL ACCREDITATIONS



EXCLUSIVELY VISIT THE ON-SITE CAFÉ



OF PEOPLE PURCHASED A COFFEE THERE IN THE LAST 4 WEEKS

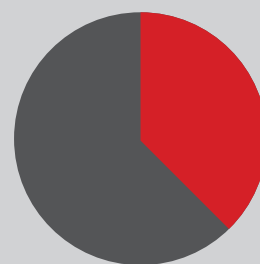


MOST POPULAR TIMES TO BUY A HOT BEVERAGE AT A GARDEN CENTRE

**40%** AFTERNOON  
35% MID-MORNING  
22% LUNCHTIME

TOP FIVE LEISURE DESTINATIONS RATED ON QUALITY AND TASTE OF COFFEE

- 1**  FARM SHOPS AND DELIS
- 2**  GARDEN CENTRES
- 3**  ART GALLERIES AND MUSEUMS
- 4**  HISTORIC SITES AND STATELY HOMES
- 5**  VISITOR ATTRACTIONS AND DESTINATIONS



A THIRD OF CONSUMERS LAST VISITED A GARDEN CENTRE TO **SHOP AND VISIT** THE COFFEE SHOP/CAFÉ



Let's talk coffee



[www.ucc-coffee.co.uk](http://www.ucc-coffee.co.uk)