

Workplace insight

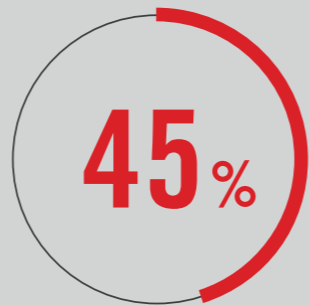
Coffee drinking at work, UK, May 2017

WORKERS LOVE COFFEE



2/3

Agree quality coffee makes a workplace better



Would make coffee visits more if there was a loyalty scheme

What workers are currently prepared to spend on coffee

£1.78



Coffees consumed a day by the average worker

AN OPPORTUNITY WASTED



1/2

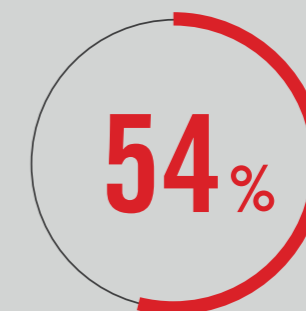
Leave work to buy coffee elsewhere

23%

Bring coffee to work from home | Over 1/3 for 'better quality'

What workers would pay for premium coffee

£2.18



Would stop buying high street coffee if the quality at work improved

QUALITY IS KING



1/5

Of workers prioritise convenience over quality

MOST POPULAR COFFEES



41%

LATTE



35%

CAPPUCCINO



26%

AMERICANO

THE ULTIMATE COFFEE

- | Strong
- | Tasty
- | Fast
- | Consistent

TOP 3 FACTORS

- | Taste
- | Convenience
- | Quality