

# The coffee opportunity

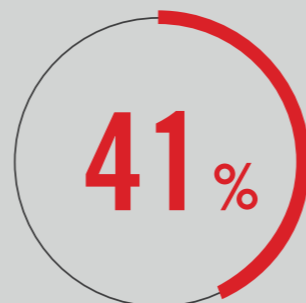
Pubs and bars, UK, February 2017

ROOM FOR IMPROVEMENT



Perception of coffee available is average, rated at just

**3/5**



Would buy more coffee in pubs and bars if the quality was better

DAY PART OPPORTUNITY



Of consumers would visit a pub or bar for their morning coffee if they were open early enough



In busy locations, longer day parts represent an opportunity for increased footfall and revenue



The price **2/3** of consumers would be willing to pay for great coffee in a pub or bar

**£2.99 OR MORE**

**44%** Would be put off returning to a pub or bar selling poor quality coffee

ESSENTIAL COFFEES

- 1 CAPPUCCINO
- 2 LATTE
- 3 ESPRESSO
- 4 FLAT WHITE

