



THE TOTAL
COFFEE SOLUTION

THE COFFEE OPPORTUNITY: PUBS

September 2019

We're starting to see consumer habits shift - pubs are now considered a coffee destination. Coffee can certainly help drive sales and increase footfall during traditionally quieter periods, but there's a catch. In order to diversify, grow and retain a customer base, high-quality coffee is key.

The results from our latest research in to consumer habits, clearly show that consumers are willing to drink more coffee in pubs, but operators must be willing to give coffee the same attention as they do to their alcohol and food offers. We know as a nation we are drinking less alcohol and our drinking habits are changing, meaning consumers are looking for tasty, viable alternatives. Coffee not only fills this gap but it can also unlock new opportunities and additional revenue streams, such as takeaway options. The beauty of serving coffee in pubs is that coffee is busy when pubs are quiet, and operators are now waking up to this opportunity.

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Coffee driven by insight

Get in touch to discover what your customers want from their coffee.



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STILL THE NATION'S FAVOURITE



LATTE is coffee of choice in pubs

2. Cappuccino 3. Americano
4. Flat White 5. Filter coffee

WHAT CONSUMERS WANT

Pub-goers more likely to purchase coffee if:



1. Part of a meal deal 2. Loyalty scheme available 3. Cheaper price 4. Better trained staff 5. More choice on the menu

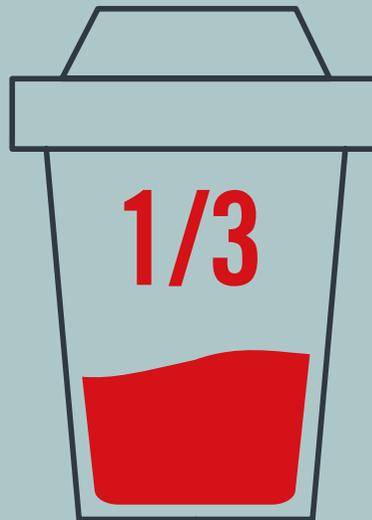
THE COFFEE OPPORTUNITY



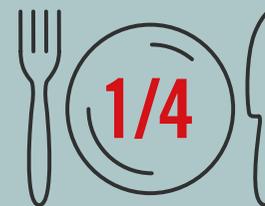
Only **9%** of patrons rate coffee in pubs better than high-street coffee

£2.39

Consumers expect to pay less in a pub for a good quality coffee



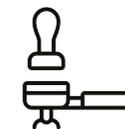
would purchase coffee-to-go from a pub



will buy food with coffee



Half of regular pub goers would buy coffee from their local if it opened earlier



Traditional

VS



Automatic

44% of coffee drinkers perceive coffee from an automatic machine as great quality

30-40

Age of consumers willing to pay the most



Most coffee in pubs is drunk at lunchtime

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