



A Better Brew:

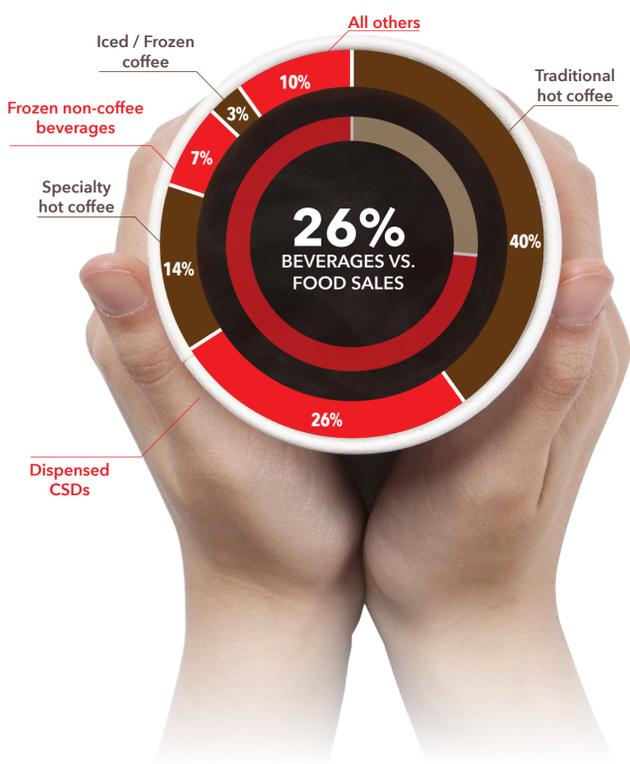
Bean-to-Cup Coffee is Breaking Ground in C-Stores

WHY COFFEE MATTERS

Beverages represent **26%** of total foodservice sales, **Hot coffee being the key dispensed beverage driver.**¹

SALES OF TOP BEVERAGE TYPES

TOTAL \$11,132MM RSE



SOME LIKE IT ...COLD!



Chilled coffee is thriving in the US, **growing at least 10% annually between 2013 and 2017.**²



THE DEMOGRAPHIC DIFFERENCE

Boomers still rule overall in the coffee-drinking crowd.



Share of coffee drinking consumers in the United States in 2018, by age group.³

COFFEE BY THE CLOCK



Coffee sales are growing between breakfast and lunch: **41% drank it between breakfast and lunch, compared to 36% in 2012.**⁴



BEYOND CONVENIENCE

Convenience is important – but don't neglect quality! Consumers often choose coffee shops for their superior-quality cups... so quick delivery of high-quality, on-demand coffee is key.⁷

Freshness, flavor, consistency, strength and aroma are all crucial to creating a great cup of brewed coffee. Consumers would likely go elsewhere for coffee if those characteristics are lacking.

68%
Good taste/
Flavor

64%
Fresh

51%
Always
consistent

48%
Good strength

44%
Good aroma

SUSTAINABILITY SELLS!



There should not be a trend list that does not touch the topic of sustainability – **and that includes reducing waste by not holding brewed coffee.**⁵

73% of consumers say they would definitely or probably **change their consumption habits to reduce their impact on the environment.**⁶

Get in on the Bean-To-Cup revolution with **Schaerer's state-of-the-art Coffee Art C – a machine that brings fresh, on-demand hot and cold coffee to your c-store customers!**

Call 888-989-3004 | www.schaererusa.com

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SEB Professional North America/ Schaerer is a leading provider of fully automatic and semi-automatic, integrated coffee solutions. Product include The Schaerer Coffee Art C – a solution that delivers the freshest, most flavorful cup of coffee to c-store customers, no matter the time of day.

Sources

1. Technomic AFH Beverage Study, 2017 and Technomic Convenience Store Study, 2017
2. Mintel Global New Products Database (GNPD)
3. Statista; from results of an online survey conducted by the National Coffee Association (NCA) from January 9 to January 23, 2018
4. National Coffee Association's 2018 National Coffee Drinking Trends (NCDT) report
5. Datassential: Top 10 c-store beverage trends
6. Nielsen, Unpacking the Sustainability Landscape, November 2018
7. Datassential: Top 10 c-store beverage trends

