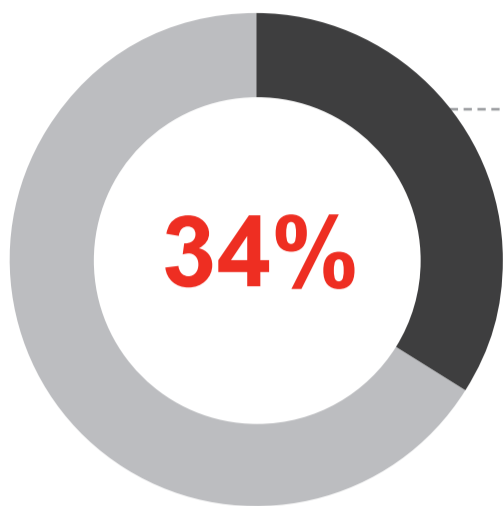


COFFEE BUYING HABITS WHEN EATING OUT

Created by Simon Remmer, Rombouts Coffee December 2015



PEOPLE WHO EAT OUT ONCE A WEEK

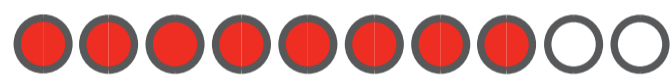
A VARIED COFFEE MENU IS EXPECTED BY CONSUMERS REGARDLESS OF THE TYPE OF VENUE.



TIME FOR A COFFEE!

MID-MORNING AND LUNCH ARE THE MOST IMPORTANT 'DAY-PARTS' FOR COFFEE PURCHASE.

LATTE CONTINUES TO BE THE NATION'S FAVOURITE COFFEE



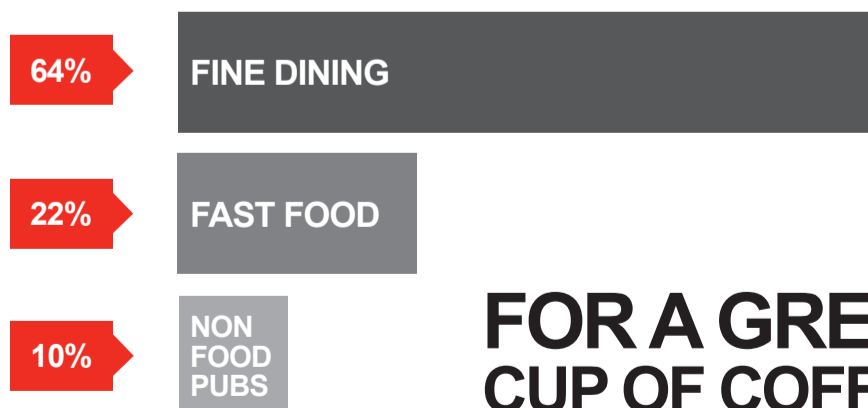
8 OUT OF 10

CONSUMERS WILL CONSIDER ORDERING COFFEE OVER A DESSERT WHEN EATING OUT!



COFFEE QUALITY/TASTE IS RATED AS A VERY IMPORTANT PART OF THE OVERALL DINING EXPERIENCE AND ENCOURAGES CUSTOMER RETENTION.

CONSUMER EXPECTATIONS OF HIGH QUALITY COFFEE RELATIVE TO VENUE TYPE



FOR A GREAT CUP OF COFFEE

WOULD BE PREPARED TO PAY OVER **£5**

1/3 OF PEOPLE FEEL THAT INFORMATION ON ORIGINS, ROAST PROFILE AND TASTING NOTES WOULD ADD VALUE TO THEIR EATING OUT EXPERIENCE.



Rombouts®

WWW.ROMBOUTS.CO.UK/PROFESSIONAL