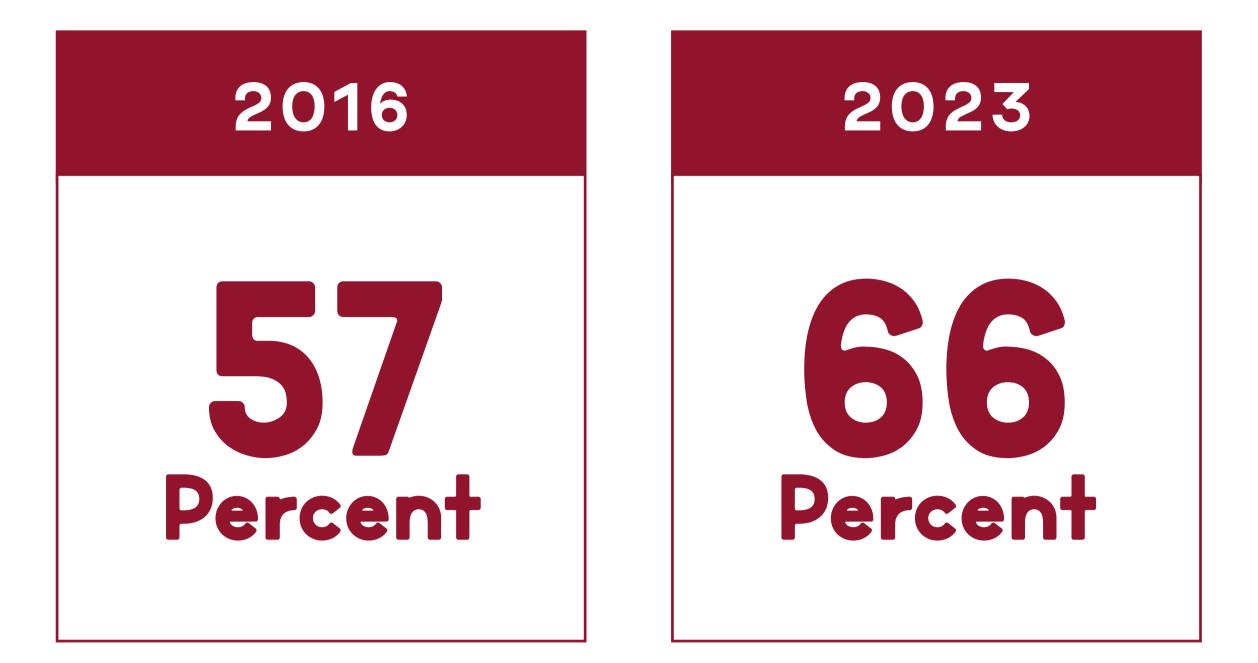
#### **Beverage Insights**

Red Diamond<sup>®</sup> is committed to providing beverage program solutions based on trends and our customers' specific operational needs. See for yourself what's happening in the world of coffee and tea with timely insights and innovations for whatever your operation.

### Today's Consumers

IT'S 2024 AND COFFEE CONSUMPTION IN THE U.S. IS AT A TWO-DECADE HIGH!

> PEOPLE WHO DRANK COFFEE WITHIN THE PAST DAY

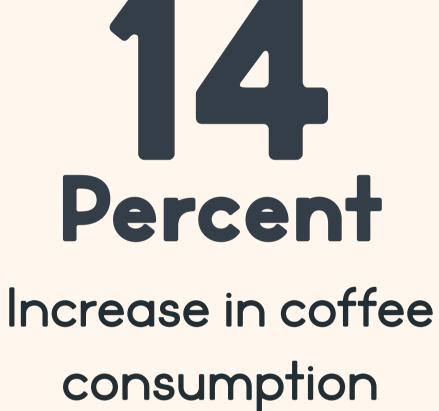


SOURCE: 2023 NATIONAL COFFEE ASSOCIATION

# **AMERICANS DRINK**

an estimated 517 million cups of coffee per day.

This Equals Around 2 Cups Of Coffee Per Day Per Person!



18-24 year-olds.



Coffee drinkers 60+ who've had coffee in the past day.

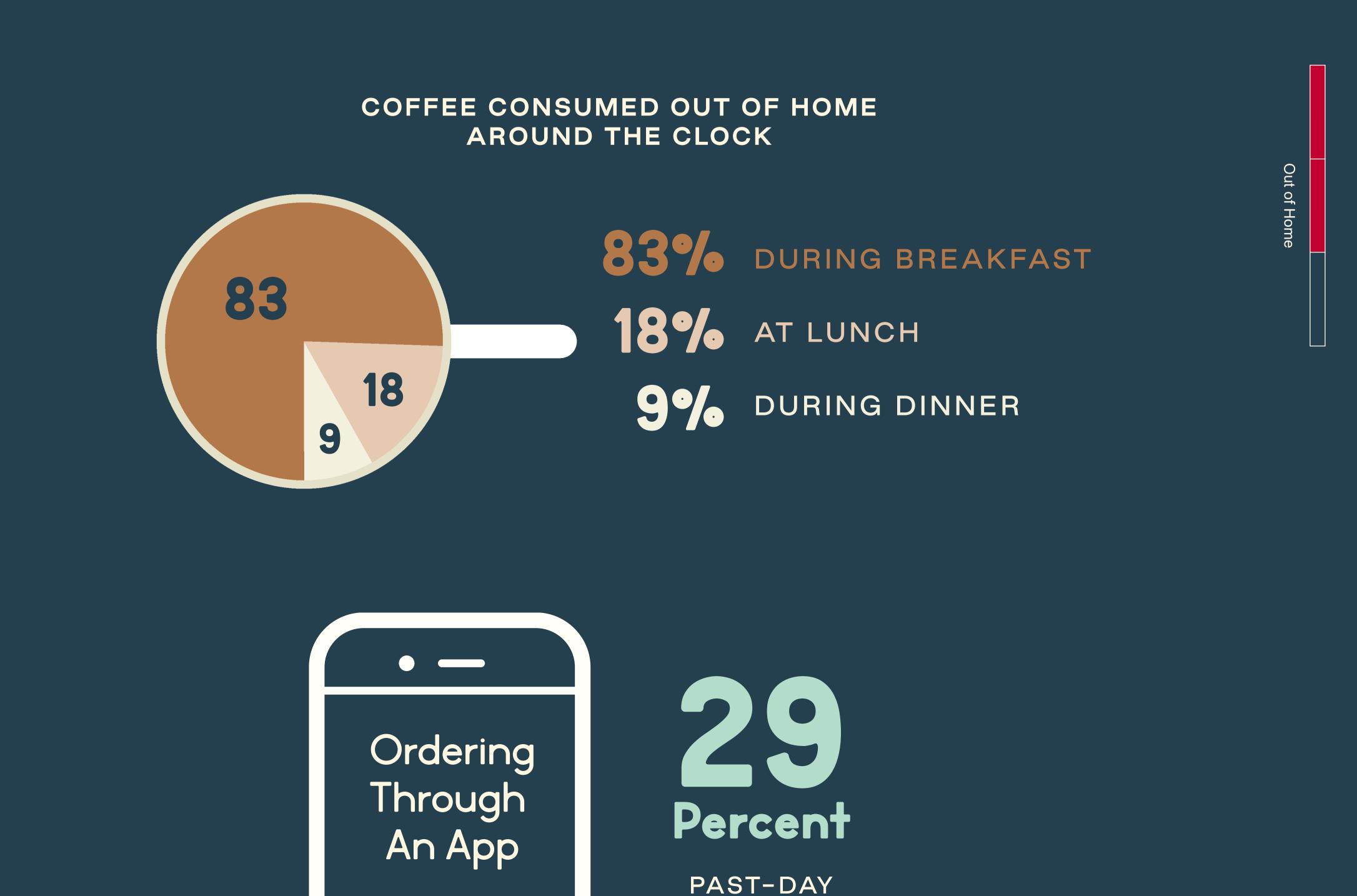
SOURCE: 2023 NATIONAL COFFEE ASSOCIATION

#### TEA IS THE MOST WIDELY CONSUMED BEVERAGE IN THE WORLD NEXT TO WATER!



SOURCE: 2023 STATISTA (READY-TO-DRINK (RTD) TEA - UNITED STATES)









SOURCE: 2023 NATIONAL COFFEE ASSOCIATION





#### **C-Store Trends**

C-STORE COFFEE PURCHASES ROSE 6% FROM 2022 TO 2023 and customer satisfaction on food and beverages bought at C-Stores has improved by 7%.

SOURCE: 2023 ANNUAL CONVENIENCE TRENDS REPORT BY INTOUCH INSIGHT

## Regular C-Store Coffee Shoppers Are True Serve-It-Yourselfers



**59%** PREFER SELF-SERVE



**41%** PREFER EMPLOYEE-MADE

#### **On-The-Go Coffee Consumption**

Coffee remains relatively consistent with habits since 2021 with Out-of-Home consumption right around 35%



\*SOURCE: 2023 NATIONAL COFFEE ASSOCIATION

#### The Benefits of Bean-to-Cup



#### The Next Generation Of Coffee

C-Store bean programs are effected by the younger coffee drinkers who tend to be more tuned into craft brews, with half of coffee drinkers ages 25-39 identifying as specialty coffee drinkers.

