Beverage Insights


Today's Consumers

People who dant cofree
WITHIN He past iar

| 2016 | 2023 |
| :---: | :---: |
| Percent | $\underset{\text { Percent }}{66}$ |

AMERICANS DRINK

...ret oonsumb out of hom


18\%
$9 \%$ durinc


C-Store Trends


Regular C-Store Coffee Shoppers Are True Serve-lt-Yourselfers


On-The-Go Coffee Consumption

50\%


The Benefits of Bean-to-Cup


