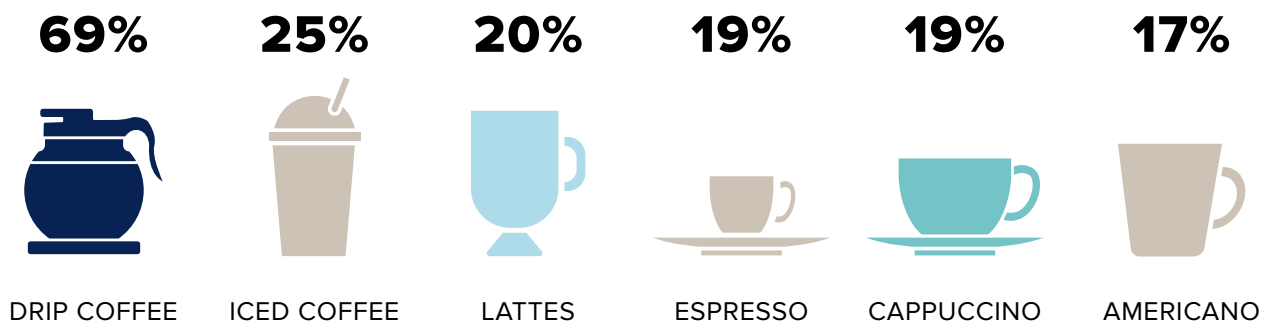


Canadian Coffee Drinkers

CANADIANS ENJOY THEIR COFFEE IN MANY DIFFERENT WAYS

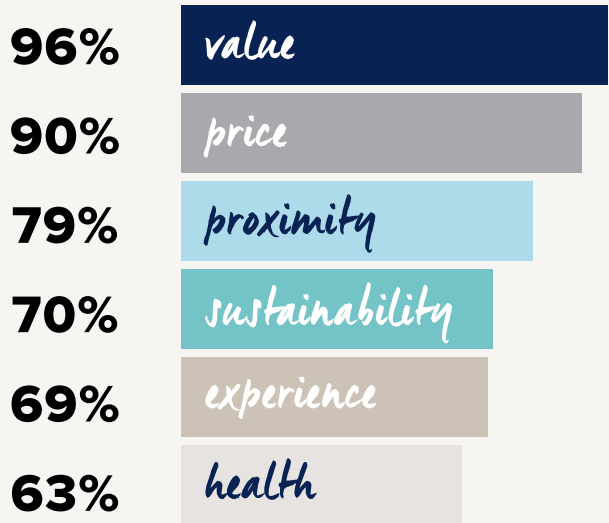


ON AVERAGE,
CANADIANS DRINK

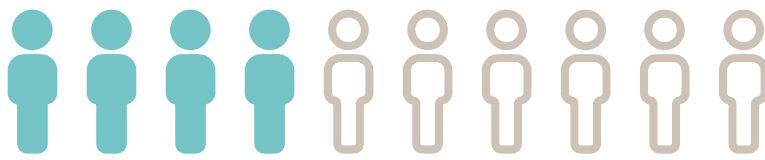


2.3 cups
OF COFFEE EACH DAY

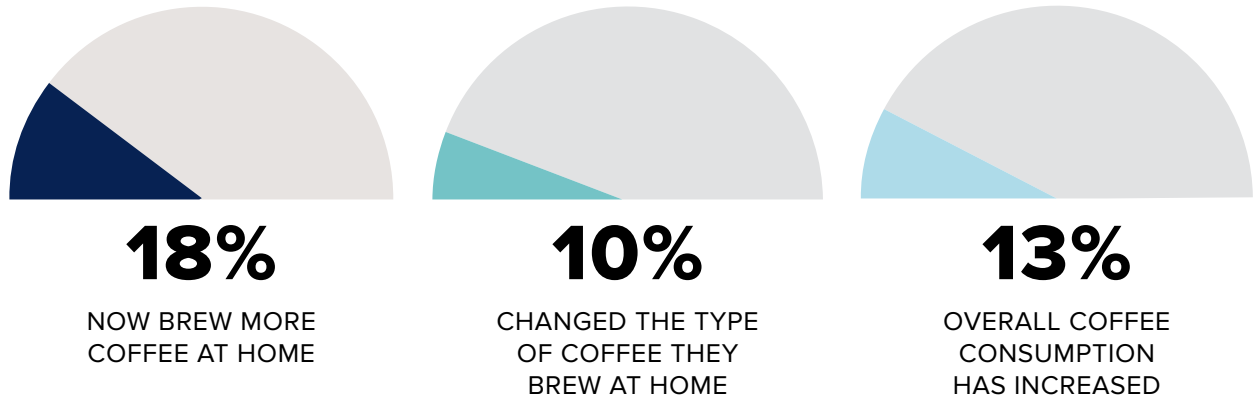
WHAT IS MOST IMPORTANT TO COFFEE DRINKERS



Is coffee consumption changing?



FOUR IN TEN SAY THEIR COFFEE PURCHASING HAS CHANGED IN THE PAST YEAR. THIS INCLUDES:



WHERE IS COFFEE TYPICALLY PURCHASED?

39%
coffee shop chain




67%
supermarket




31%

Roaster or boutique coffee shop

Half of Canadians consider their coffee's environmental impact when they select.


38%
TO-GO CUPS


27%
THE ORIGIN OF THEIR COFFEE


11%
WHICH MILK TO USE

