Growing Global Consumer Demand

Douglas Burns
Senior Vice President, Global Coffee
100 Year Commitment To Coffee

Jacobs

Maxwell House

Carte Noire

Kenco

Jacques Vabre

Gevalia
World Consumption of Green Coffee

Growth Averages
10-year: 1.4%
5-year: 1.1%
3-year: 0.9%

Mio bags


- World War I
- World War II
- Recession
- Frost
- Drought
Kraft Growth Recipe

- Excellent quality
- Great advertising
- Constant innovation
- Ready availability
Carte Noire

- France’s favourite coffee
- 25 years of consistently great advertising
- Premium
Maxwell House

- Global campaign
- Good to the last drop
- Investment in China
Jacobs

- Authentic quality
- Rapid growth in Russia
Strong Beverage Competition

- Strong global competitors
- High level of innovation
- Battle for consumer is intense
Filter Pods

- Single cup convenience
- Quality assurance
- Rapid growth in EU
Stickpacks

- Pre-mixed convenience
- On the Go flexibility
- Rapid growth in Asia and developing markets
Premium Soluble

- Higher quality levels
- Coffee pleasure
- Extending into developing markets
Certified Sustainable

- For engaged consumers
- Economic, societal, environmental
- Rollout in EU, NA markets
- Kraft’s new on demand system
- Elevates in home quality, choice, convenience
- Rollout in EU, NA markets
Availability Investments

- Grocery trade concentration
- Heavy competition for in store space
- Increasing out of home consumption
Commitment to Industry Forums

- ICO Positively Coffee

- ICO Health Care Professionals Communication program

- Global, regional, national associations

- Common Code and SAI projects
Summary/Challenges

- 100 year commitment to coffee industry

- Focus is on growing global consumer demand

- What actions can be taken now to create more sustainable supply side?

- Are there opportunities for ICO plus roasters to build on the success of coffee/health pilot schemes?