THE IMPORTANCE OF EARLY ENGAGEMENT WITH COFFEE DRINKERS

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PRESENTED to the PSCB of the ICO
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SPECIALTY COFFEE ASSOCIATION OF AMERICA

The chains of habit are generally too small to be felt until they are too strong to be broken.

Samuel Johnson
In 2011 in the U.S. nearly 70% of over 225 million adults drank coffee last week.

Of those 157,000,000 adults...

- 23% started drinking coffee between the ages of 20 and 24
- 41% had their first cup between the ages of 16 and 19
- 84% began consuming coffee before they were 25 years old
- Only 4% became coffee drinkers after age 35
Most of those coffee drinkers will continue to drink coffee for life

The Brand Loyalty Story

“Young people also have far less brand identity or loyalty than did their parents; this has resulted in hotels trying to ‘unbrand’ themselves.” 8 Jun 2011 – Hospitality Today

“Kids are 40 percent less loyal to brands than adults. This weaker brand loyalty is partly the result of childrens pre-programming to explore the world around them...Millward Brown’s research suggests that sales and pack promotions, which are used to drive sales, often do little to build strong brand foundations.”  Sep 2005
Leonardi, Brands and Branding
Some Good News

In a 2007 study of brand loyalty to specific consumer items amongst 18-24 year olds, there was strong evidence that coffee purchasing decisions had strong brand loyalty elements, particularly as related to quality of product.

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<th>Coffee (Table 8)</th>
<th>Rank</th>
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<th>Mean</th>
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<td>1</td>
<td>Quality</td>
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<td>Loyalty</td>
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THE QUALITY EDGE

• Younger consumers are already geared towards higher quality coffee beverages and will continue to purchase them as long as product quality leads.

• 47% of 18-24 year olds drank a gourmet coffee beverage in the past week, compared to just 34% of those over 40.

SUCCESS

• Start them young
• Start them on quality
• Stay authentic
• Keep them for life