

Driving Assortment within our Existing Base

IS A MASSIVE OPPORTUNITY

More Variety = More Brews

Leverage Recommendations Below to Satisfy Customer Demand & Capture More Cups

Core 8 SKU's

LIGHT ROAST



Most Popular roast among entry level coffee drinkers age 18-24 y/o

MEDIUM ROAST



51% of consumers drank medium roast coffee in the past day

DARK ROAST



Most commonly consumed by millennial coffee drinkers

DECAF



Nearly 15% coffee drinkers drink both coffee and decaf

FLAVOR



25% coffee drinkers exclusively drink flavors
French Vanilla, hazelnut and caramel are the most commonly consumed flavors

COCOA



21% coffee drinkers also drink cocoa as an indulgence beverage

TEA



34% of US consumers aged 18-34 say they're drinking tea more often this year and they plan to continue

SPECIALTY



+47% of those aged 25-39 consumed a Specialty Coffee Beverage in the past week

+ 4 More to Drive Additional Consumption

TEA



Bigelow® Stay Well Tea is + 29% YOY at retail, driven by Covid-19 Wellness Trends

SEASONAL



Seasonals are up +21% YOY at retail, driven by unique flavor offerings preferred by younger buyers

REGIONAL



Satisfy Regional Preferences with key brands like Peets® Dunkin® and Caribou Coffee®

ESPRESSO STYLE



Dark Roast blends are outpacing lighter roasts by 3x at retail. Add more Dark Roast Variety with an Espresso Style Blend