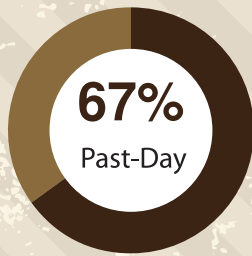
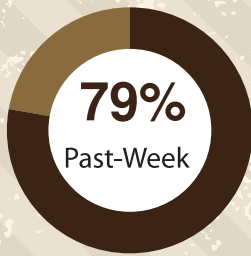
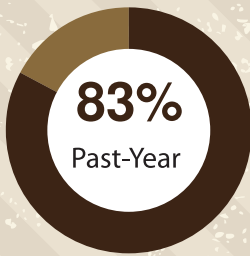




67%

Percent of Canadians aged 18-79 that drank coffee yesterday



SPECIALTY GROWING

Percent Drinking Specialty Coffee Past-day



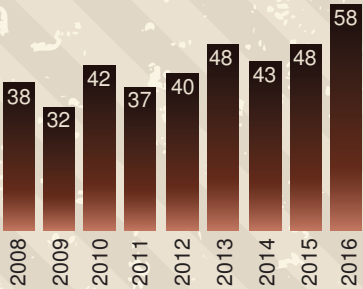
Specialty Coffee Beverages includes all espresso based beverages. In 2016, three new coffee types were added: flat white, nitrogen infused and cold brewed.



A report presented by the Coffee Association of Canada

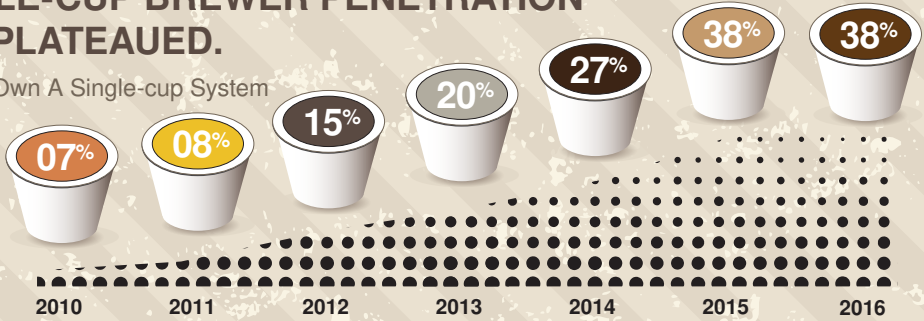
PERCENT OF CONSUMERS AGED 18-24 IS GROWING.

Percent Drinking among Those Aged 18-24 Past-day



SINGLE-CUP BREWER PENETRATION HAS PLATEAUED.

Percent Own A Single-cup System



Consumer perceptions of single-cup is deteriorating on the following measures:

A single-cup brewer is a less messy way to make coffee

A single-cup brewer makes better tasting coffee than other brewing methods

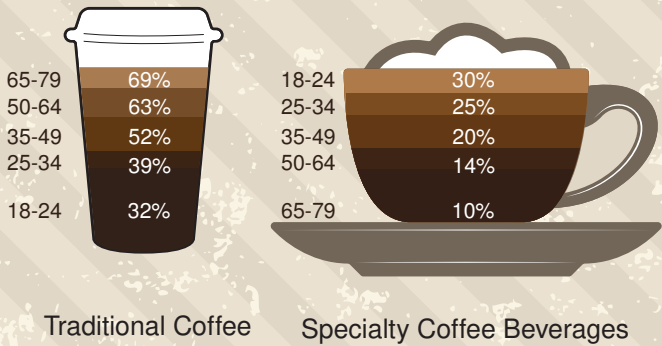
I have heard positive comments about single-cup brewer from friends and family

A single-cup brewer is easier to use than other brewing methods

With a single-cup brewer I would visit coffee shops less often

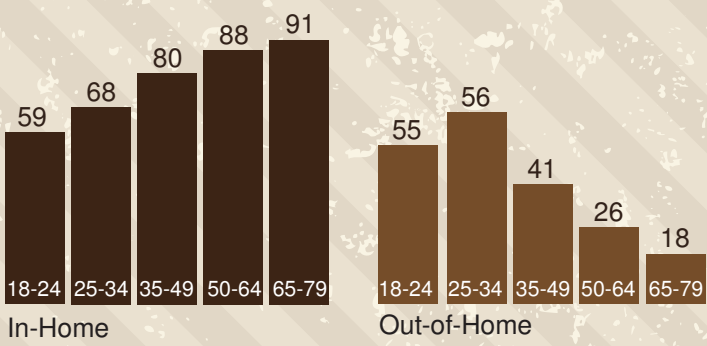
CONSUMERS IN DIFFERENT AGE COHORTS ARE CHOOSING DIFFERENT COFFEE BEVERAGES.

Percent drinking past-day – by age



CONSUMERS IN DIFFERENT AGE COHORTS ARE PREPARING THEIR COFFEE IN DIFFERENT VENUES.

Percent Drinking Past Day At Various Locations – By Age



COFFEE AND TAP WATER ARE THE MOST COMMONLY CONSUMED BEVERAGES

