

Millennials demand sustainability. Really?

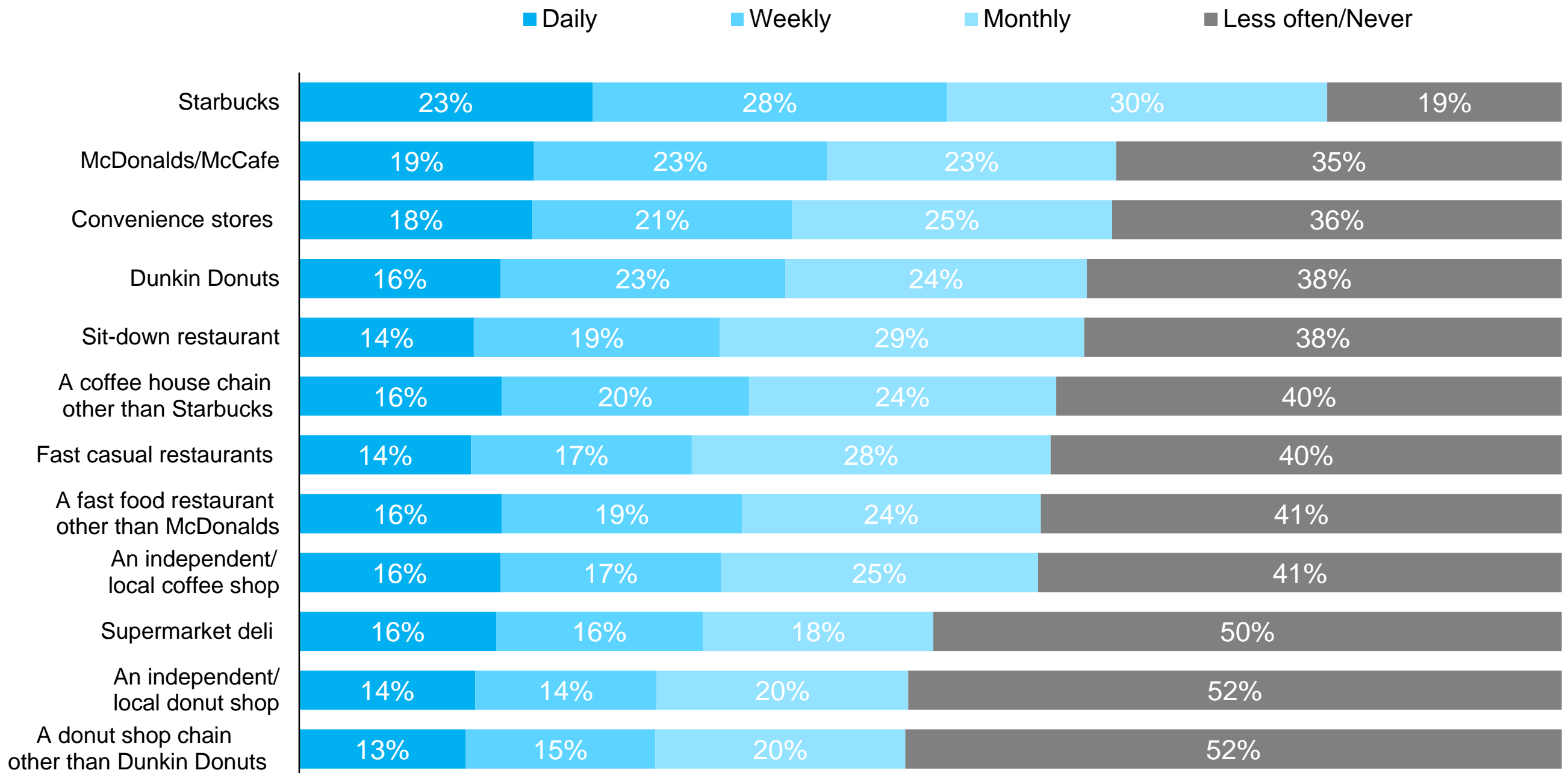
– Innovation Forum

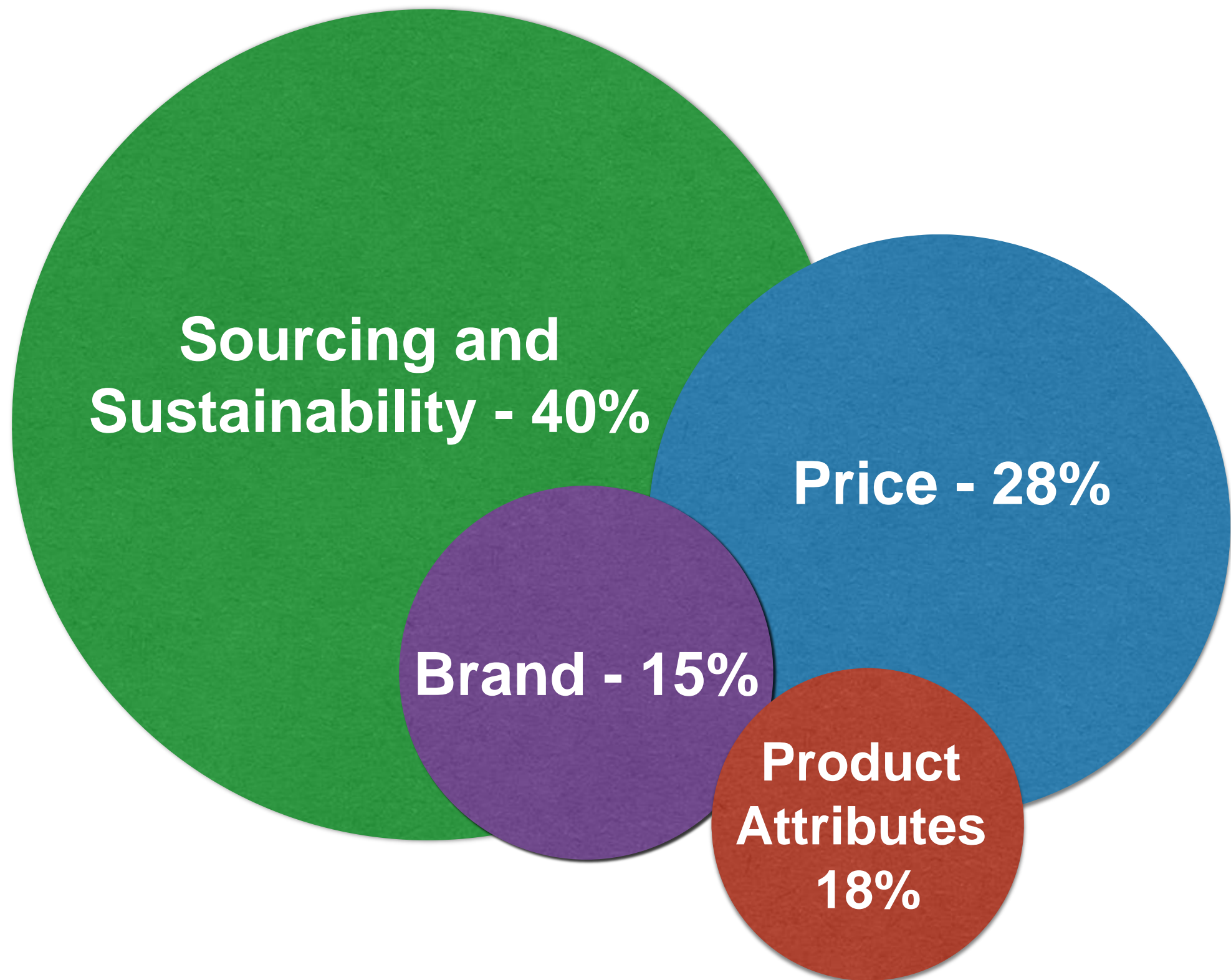
- The majority of younger coffee drinkers now begin drinking coffee before age 15
- 18-34 year olds are at least 2x as likely to drink their coffee away from home
- Young coffee drinkers enjoy hot and cold types and drink more throughout the day
- More than half consider themselves coffee “experts”

Who you are and what you stand
for differentiates you

Extremely tight competition within the AFH category

COFFEE SOURCES: PURCHASE FREQUENCY





“If just getting coffee, would you choose one place over another because of this?”

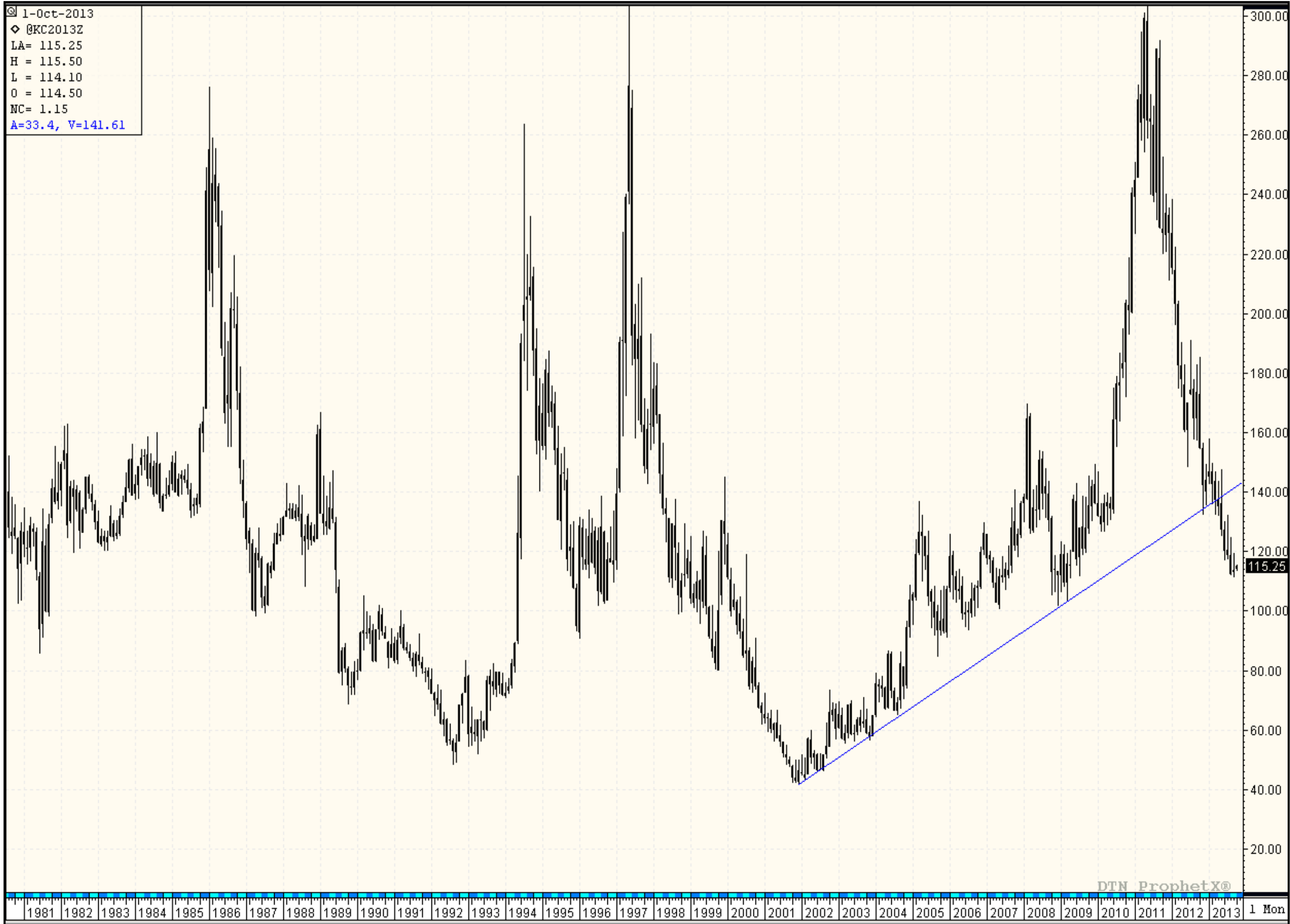
Sustainably-sourced	Fair trade certified	Direct trade	USDA organic	From a single origin
29%	28%	27%	26%	26%

“Allegations against Hershey could impact candy sales”

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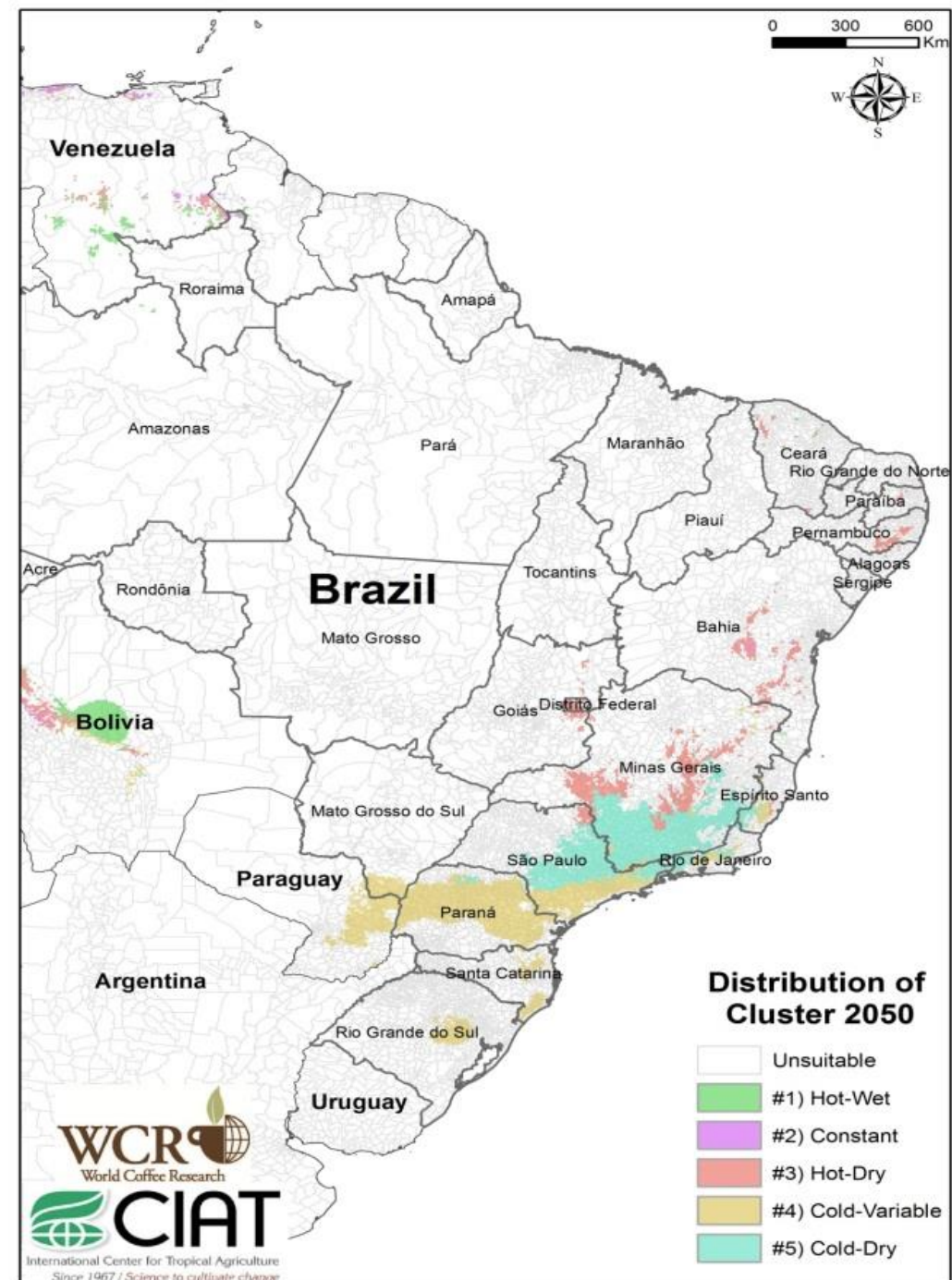
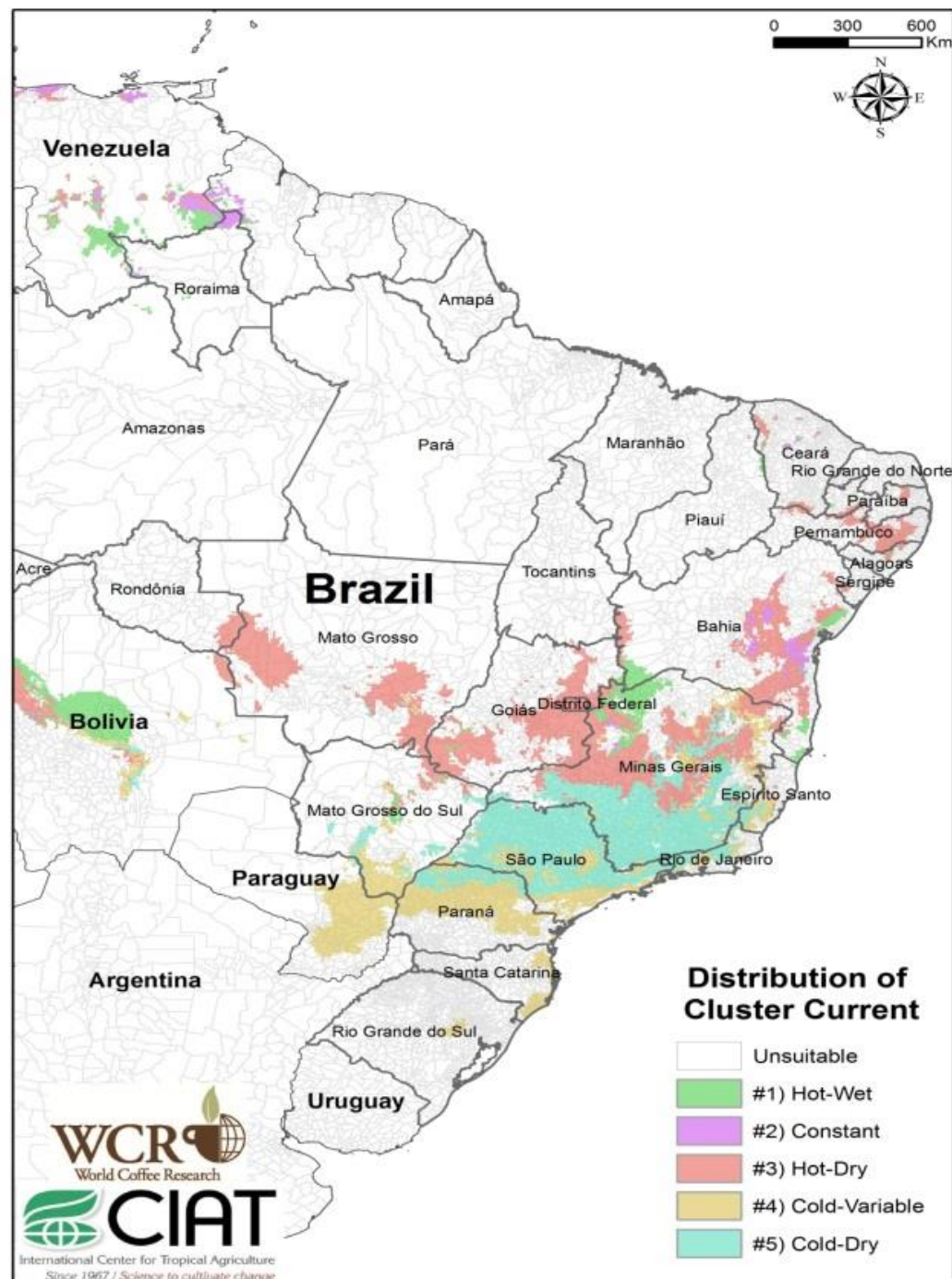


1-Oct-2013
@KCC2013Z
LA= 115.25
H = 115.50
L = 114.10
O = 114.50
NC= 1.15
A=33.4, V=141.61



DTN ProphetX®

1 Mon



Even more reason to ♥ coffee