



national coffee drinking trends 2009

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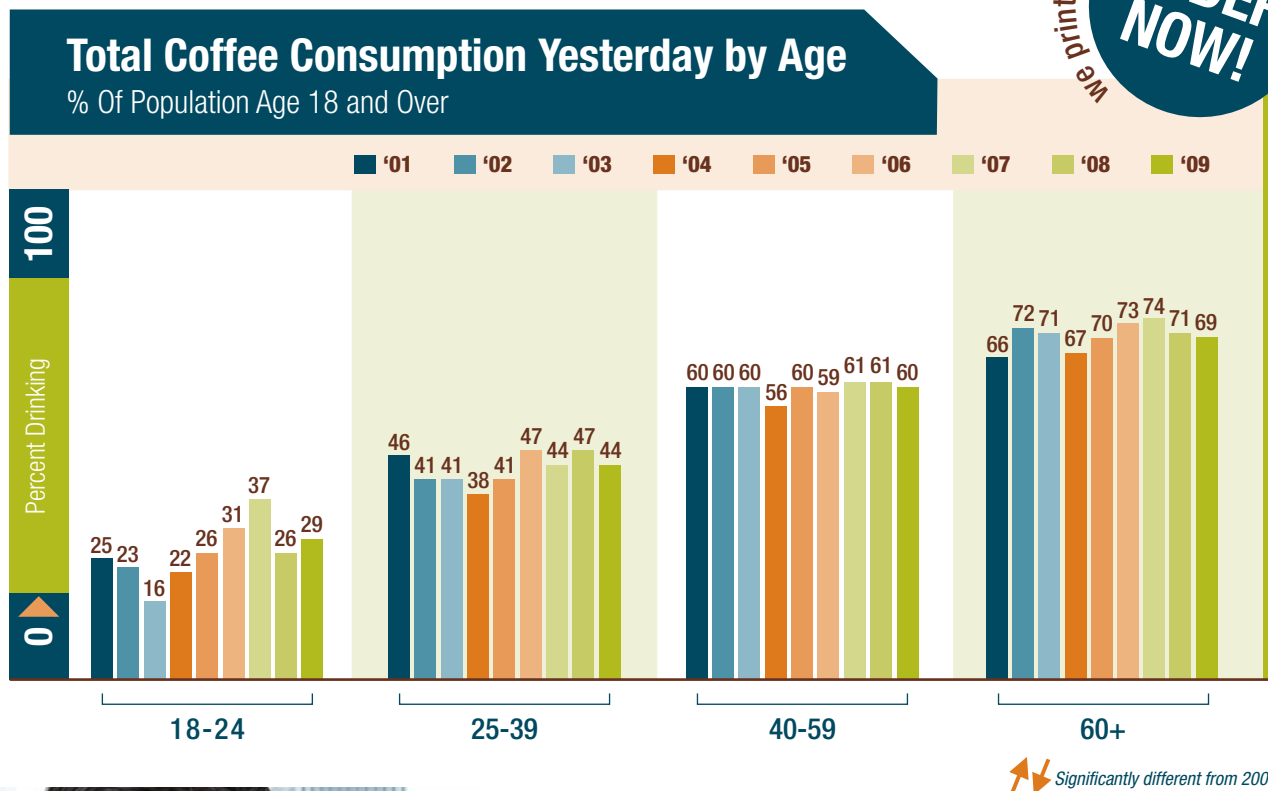
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In the current economic climate, timely research about your consumers is invaluable. You cannot afford to spend money unwisely on marketing and development that is not designed for maximum return on investment. The **NCDT** study has been measuring the coffee drinking habits of the U.S. consumer with unparalleled continuity and breadth since 1950. This trended data provides a rich context for the 2009 information, which, as always, was gathered through in-depth conversations with nearly 3,000 U.S. households. The information is extremely up-to-date and yet the trending data provides decades of comparative material—a truly remarkable combination that is only available in the **NCDT**.

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