

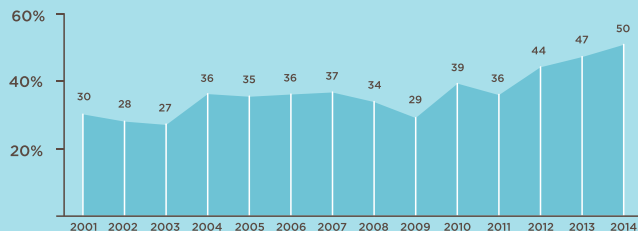
U.S. SPECIALTY COFFEE CONSUMPTION

PERCENTAGE OF ADULTS DRINKING SPECIALTY COFFEE

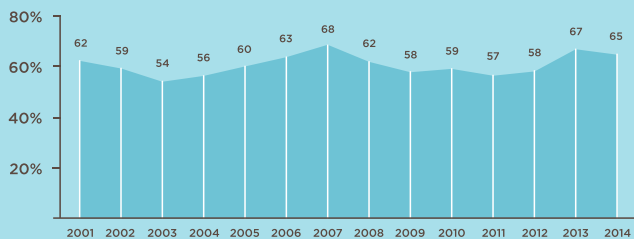
DAILY CONSUMPTION



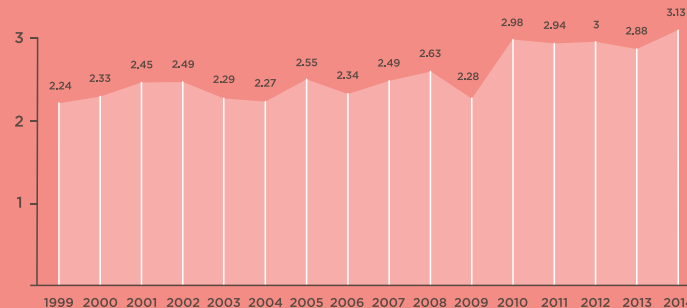
WEEKLY CONSUMPTION



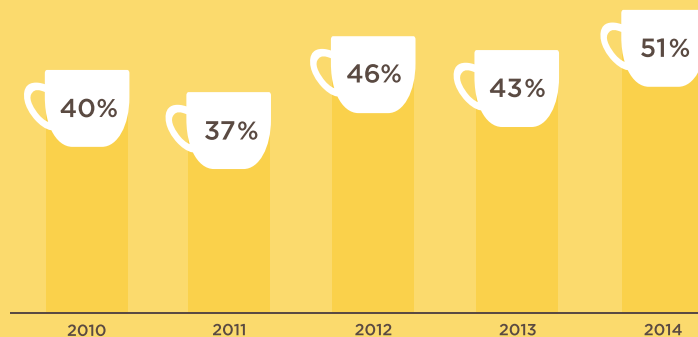
OCCASIONAL CONSUMPTION



CUPS PER DAY, PER DRINKER



MARKET SHARE OF SPECIALTY CUPS



Source: National Coffee Association Annual Drinking Trends Study Visit: www.ncausa.org

Please note: In 2010 & 2012, the methodology for data collection was improved, therefore prior data should be compared with caution

