MEMORANDUM

TO: Sales Marketing

FROM: Anna Siwiecka

DATE: 11 May 2025

SUBJECT: Coffee Ratings - Strategic Insights

Our analysis of consumer coffee reviews reveals clear preferences that can guide future product and sourcing strategies. The strongest drivers of high ratings are flavor, followed by aroma and acidity. Coffees that excel in these sensory attributes consistently outperform others.

Top-rated products are most often light to medium-light roasts, while dark roasts fall significantly behind. Coffees from Africa/Arabia and Central America dominate in both quality and volume, with standout origins including Ethiopia, Guatemala, and Sumatra. In contrast, coffees from the Caribbean and unknown regions tend to underperform.

In terms of product types, estate, espresso, and organic coffees receive the highest ratings, while pods, blends, and decaf underperform. Notably, smaller, high-end roasters such as Dragonfly Coffee Roasters, Kakalove Cafe, and Simon Hsieh's Aroma Roast Coffees consistently achieve superior results, thanks to their sourcing and roasting precision.

To leverage these insights, we recommend focusing development on light to medium-light roasts from high-performing regions and expanding offerings in the estate, espresso, and organic categories. Sourcing strategies should prioritize top-rated origins and reconsider low-performing regions. We also see strong potential in collaborations with niche roasters to elevate brand perception and reach specialty markets.

Best regards,
Anna Siwiecka