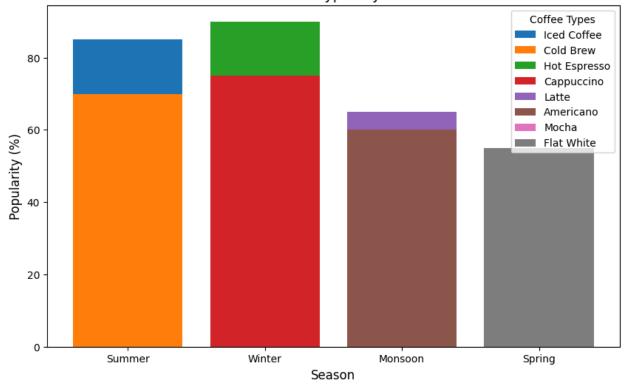
Best Coffee Types by Season



- **Summer:** Cold options dominate. *Iced Coffee (85%)* and *Cold Brew (70%)* are the most refreshing choices.
- Winter: Warm beverages are strongly preferred. Hot Espresso (90%) and Cappuccino (75%) top the list.
- **Monsoon:** Customers lean towards comfort drinks. *Latte (65%)* and *Americano (60%)* show consistent demand.
- Spring: Lighter flavors are enjoyed. *Mocha (50%)* and *Flat White (55%)* attract moderate interest.

Business Impact:

By aligning the coffee menu with seasonal preferences:

- Cafés can boost sales during peak demand periods.
- Marketing campaigns can highlight season-specific drinks.
- Customers receive a personalized experience, increasing loyalty.

Coffee Preferences Across Seasons



Top Choices: Iced Coffee & Cold Brew

Why People Love It:

- Refreshing & cooling during hot weather.
- Cold caffeine gives energy without the heaviness of hot drinks.
- Works as both a beverage and a "chill-out" refreshment.

Purpose of These Coffees:

- **Iced Coffee:** Quick, energizing, and easy to drink cold.
- Cold Brew: Smoother, less acidic, perfect for slow sipping in heat.



Top Choices: Hot Espresso & Cappuccino

Why People Love It:

- Warmth & comfort against the cold.
- Rich, bold flavors match the cozy winter mood.
- Acts as a natural "warm-up" drink.

Purpose of These Coffees:

- Espresso: Strong caffeine kick, keeps people energized in shorter days.
- Cappuccino: Balanced with frothy milk, ideal for relaxing evenings.

🛖 Monsoon

Top Choices: Latte & Americano

Why People Love It:

- Comforting & soothing while watching rain.
- The cozy balance of warmth and taste pairs with monsoon moods.
- Brings relaxation during slow, rainy days.

Purpose of These Coffees:

- Latte: Smooth and milky, a "comfort cup" to enjoy indoors.
- Americano: Light yet warming, great for longer rainy-day conversations.

🌸 Spring

Top Choices: Mocha & Flat White

Why People Love It:

- Mild, pleasant flavors fit the fresh spring vibe.
- Chocolaty or creamy notes feel indulgent but not heavy.
- Celebratory mood matches seasonal freshness.

Purpose of These Coffees:

- Mocha: A sweet treat with chocolate, perfect for outdoor spring breaks.
- Flat White: Creamy but smooth, highlighting coffee flavor with elegance.