

The Great American Coffee Tasting

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Project Overview

On October 21st, Cometeer Coffee hosted The Great American Coffee Tasting, a livestreamed event to taste 4 of their coffees. Participants received Cometeer coffee, parpared them alongside the livestream, and submitted their tasting notes via a web survey.

Cometeer produces concentrated coffee, flash freezes them in capsules, and ships them to consumers.

To visualize and analyze the results of the tasting, I developed an R Shiny App.

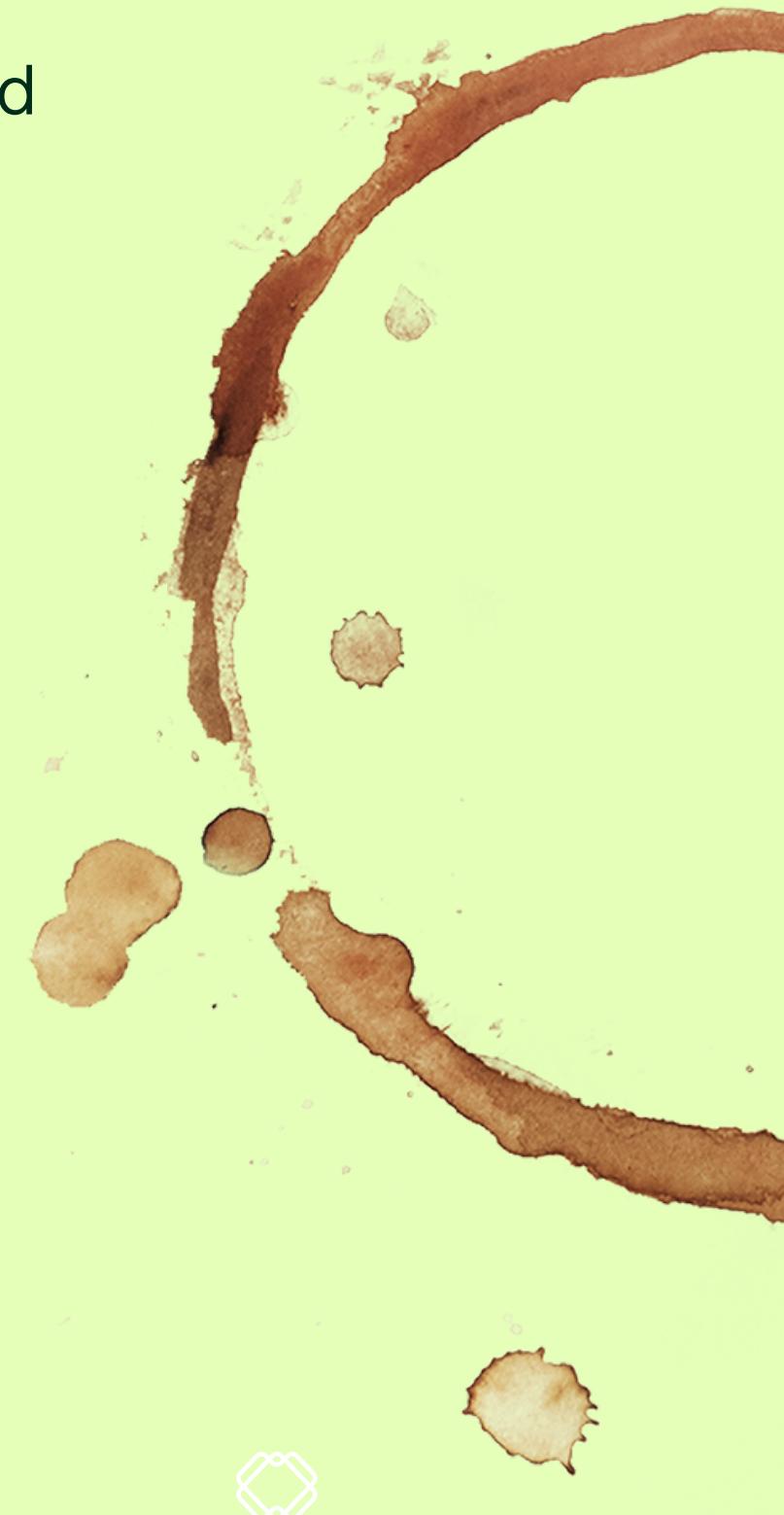
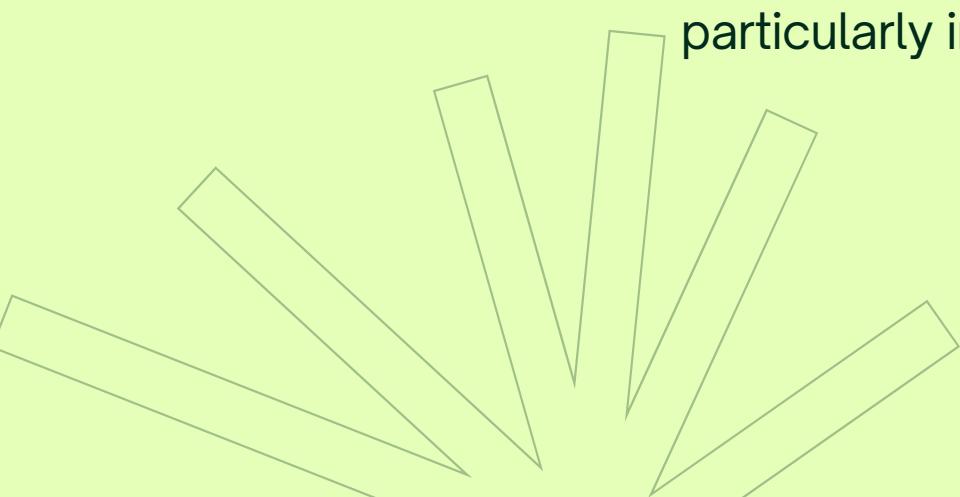
Project Goals

- Identify consumer segments for possible conversion to Cometeer coffee
- Identify opportunities to bring added value to customers.

Shiny App Objectives

- Visualize participant characteristics
- Chart consumer coffee habits
- Understand Cometeer coffee performance, particularly in head to head comparisons

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Shiny App Demo

Cometeer's Great Coffee Tasting. **THE RESULTS!!**

On September 21st, [Cometeer Coffee](#) and world champion barista, James Hoffman, hosted The Great American Coffee Tasting, a livestream coffee tasting of four of Cometeer's coffees. Participants were mailed these coffees, and tasted alongside the livestream. They filled out a [survey](#) of their individual tasting notes.

Cometeer produces and ships flash frozen brewed coffee concentrate.

[More information on the event.](#)

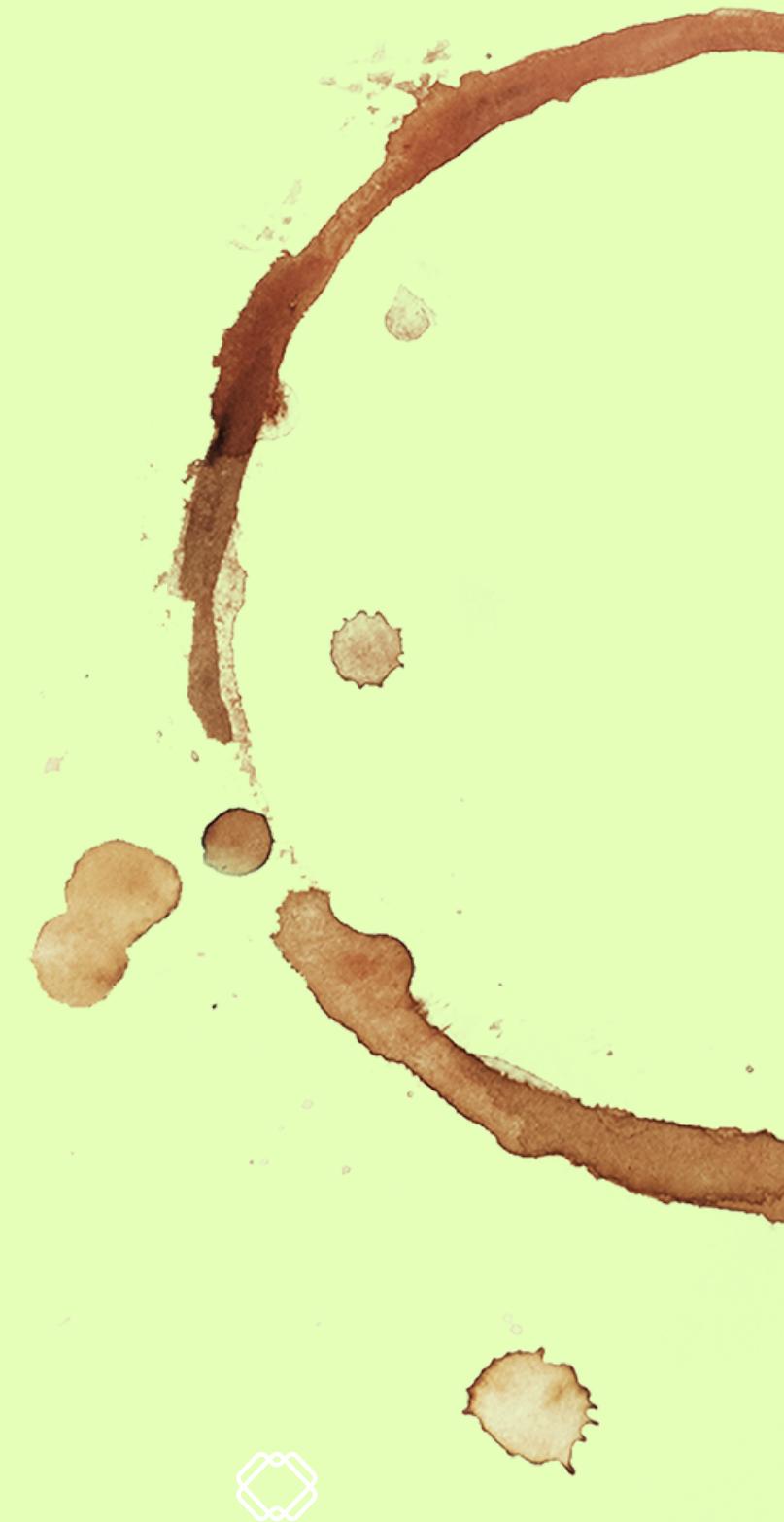
What: The Great American Coffee Taste Test!

When: September 21st, 2023

Where: Live Stream

[Event Link with Full Livestream](#)

This Shiny App was created to showcase the tasting results in small sips. This was done independently of Cometeer but I'm excited to share my results for all to see. Enjoy!



Participants at a glance

3789

Participants

5%

Currently brew Cometeer
Coffee

92%

Currently brew coffee at
home, 63% pour over

27%

Favorite coffee is pour over

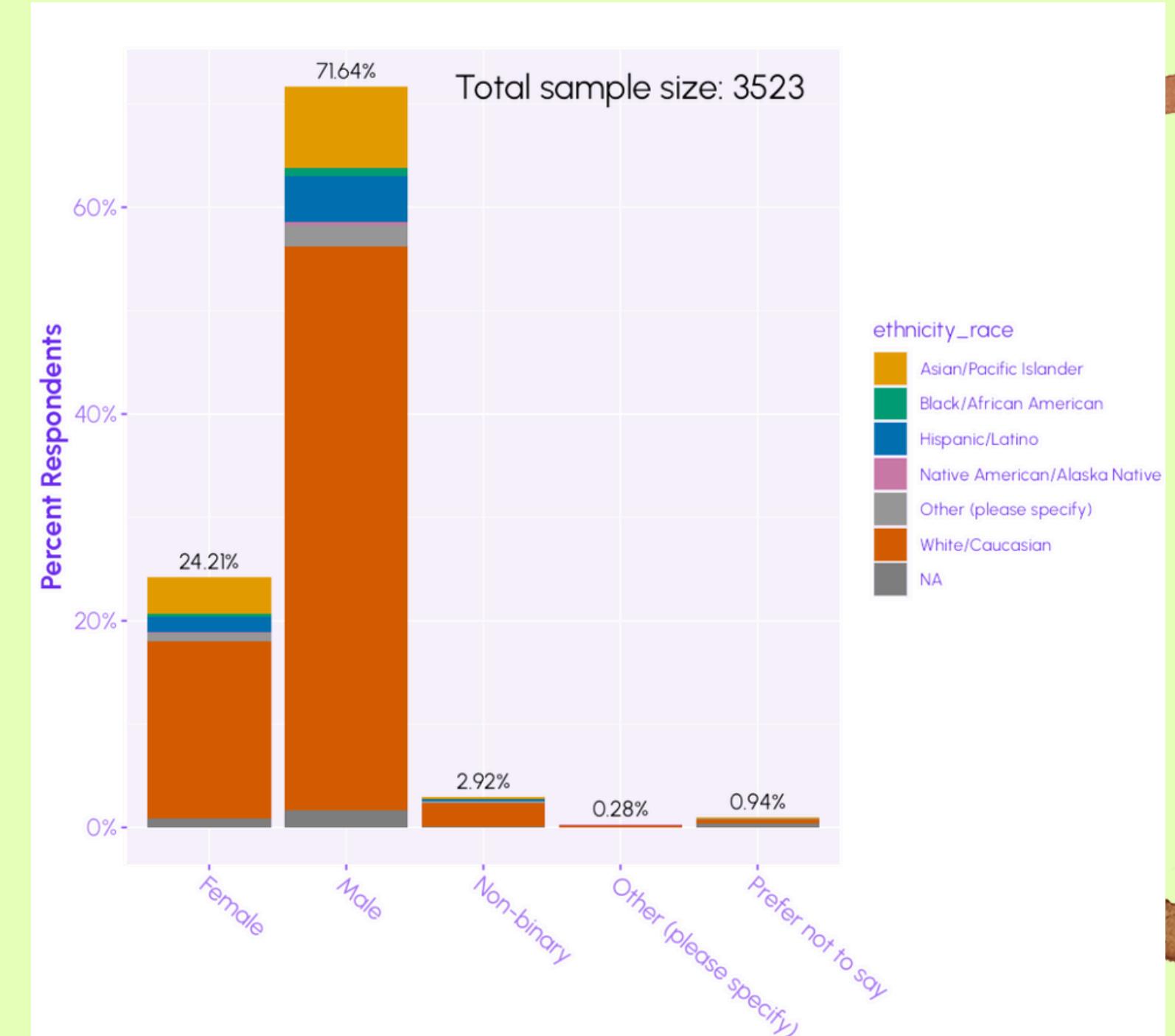
92%

Currently brew coffee at
home

Largest participant segment was white males

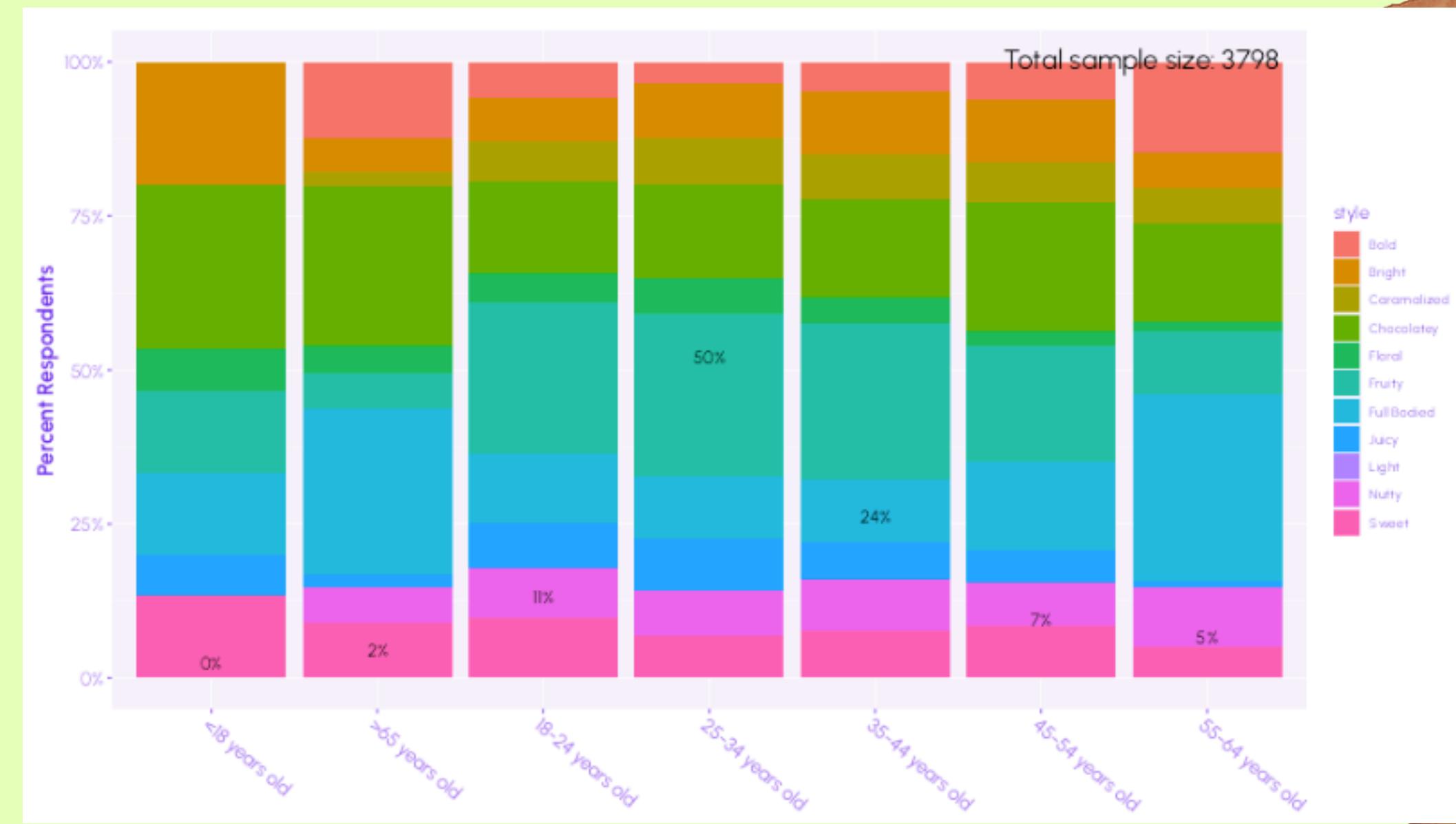
71% male (70% 25-44yo)

24 % female (70% 25-44yo)



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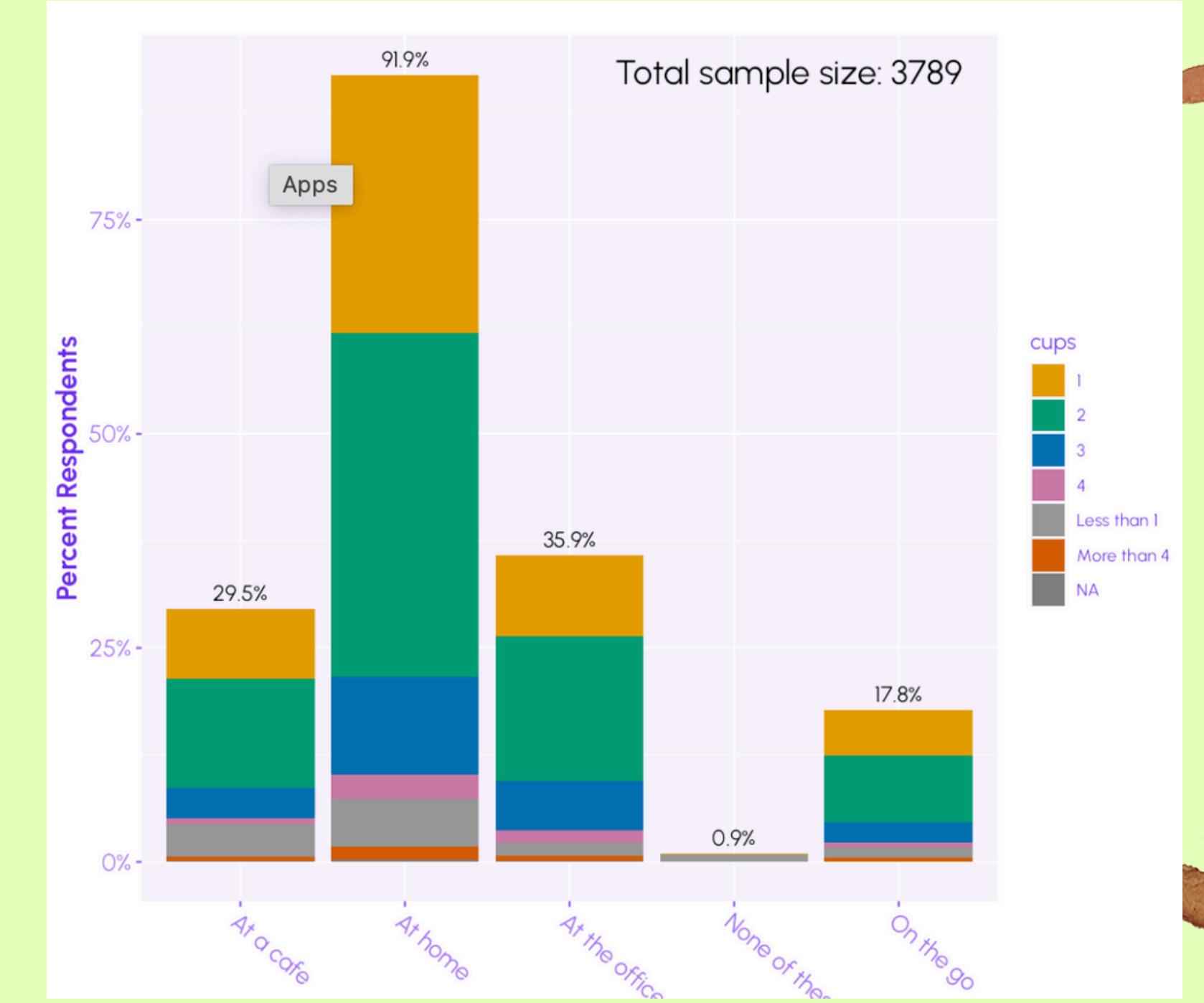
Participants
coffee style
preferences
can be
segmented to
over 45 and
under 45 yo.



Majority of coffee is brewed at home.

92% of brew coffee at home.

75% of whom drink 1-2 cups
of coffee a day.



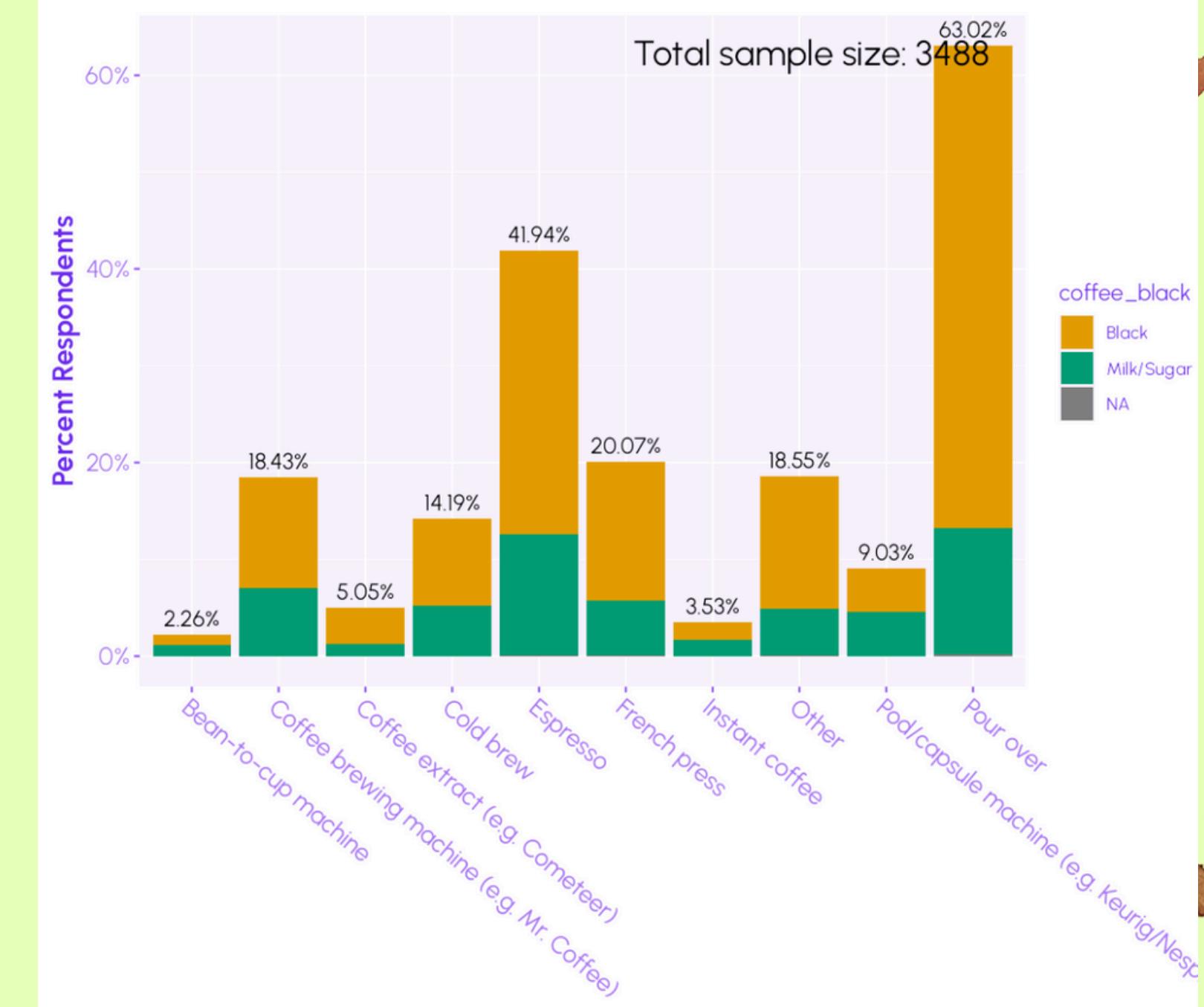
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Pour over is the most common brewing method.

75% who take pour over, take it black.

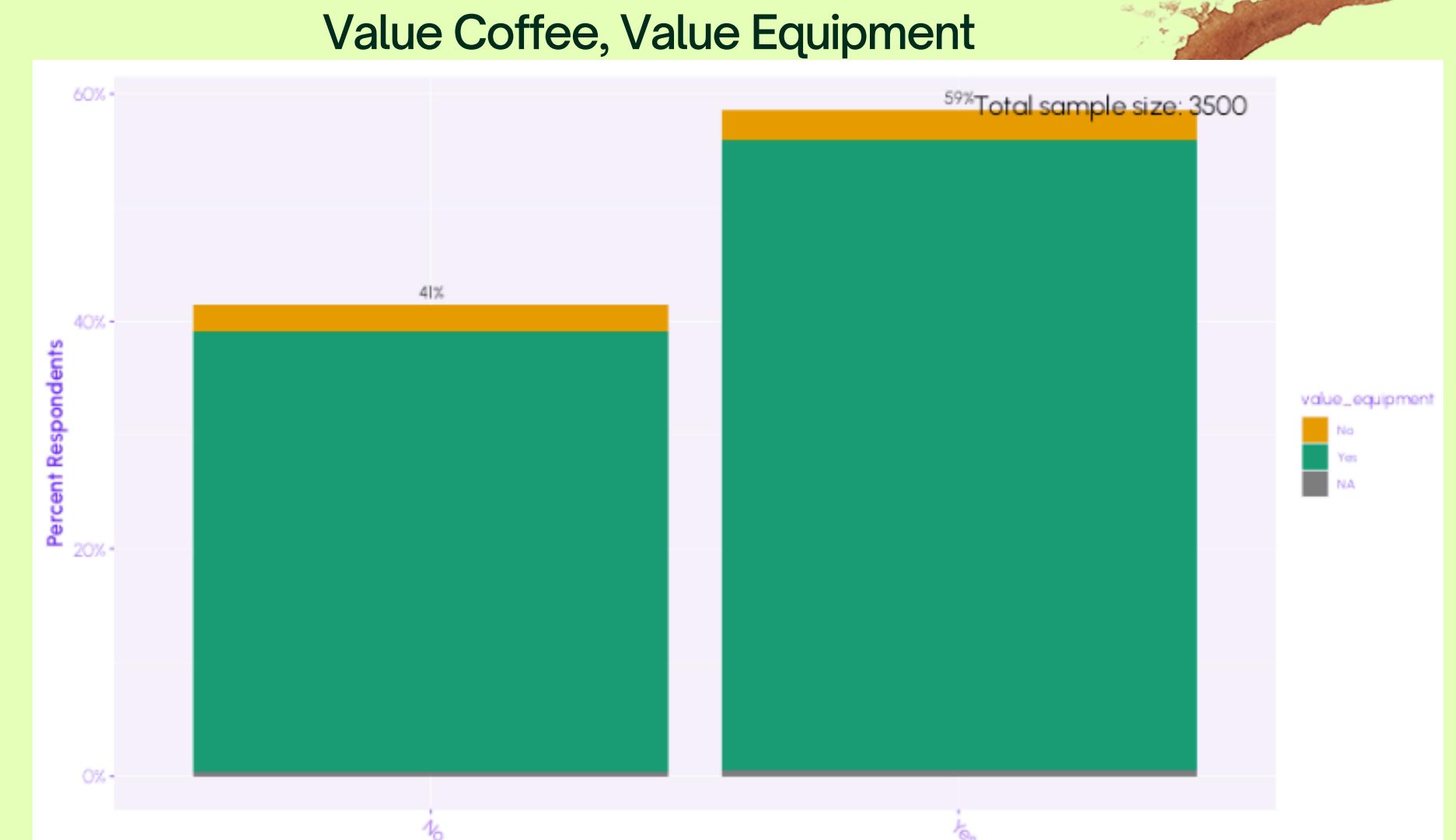
Those who use convenience brewing methods, add milk or sugar to their coffee at a higher percentage.

Brewing Types vs Coffee Preferences



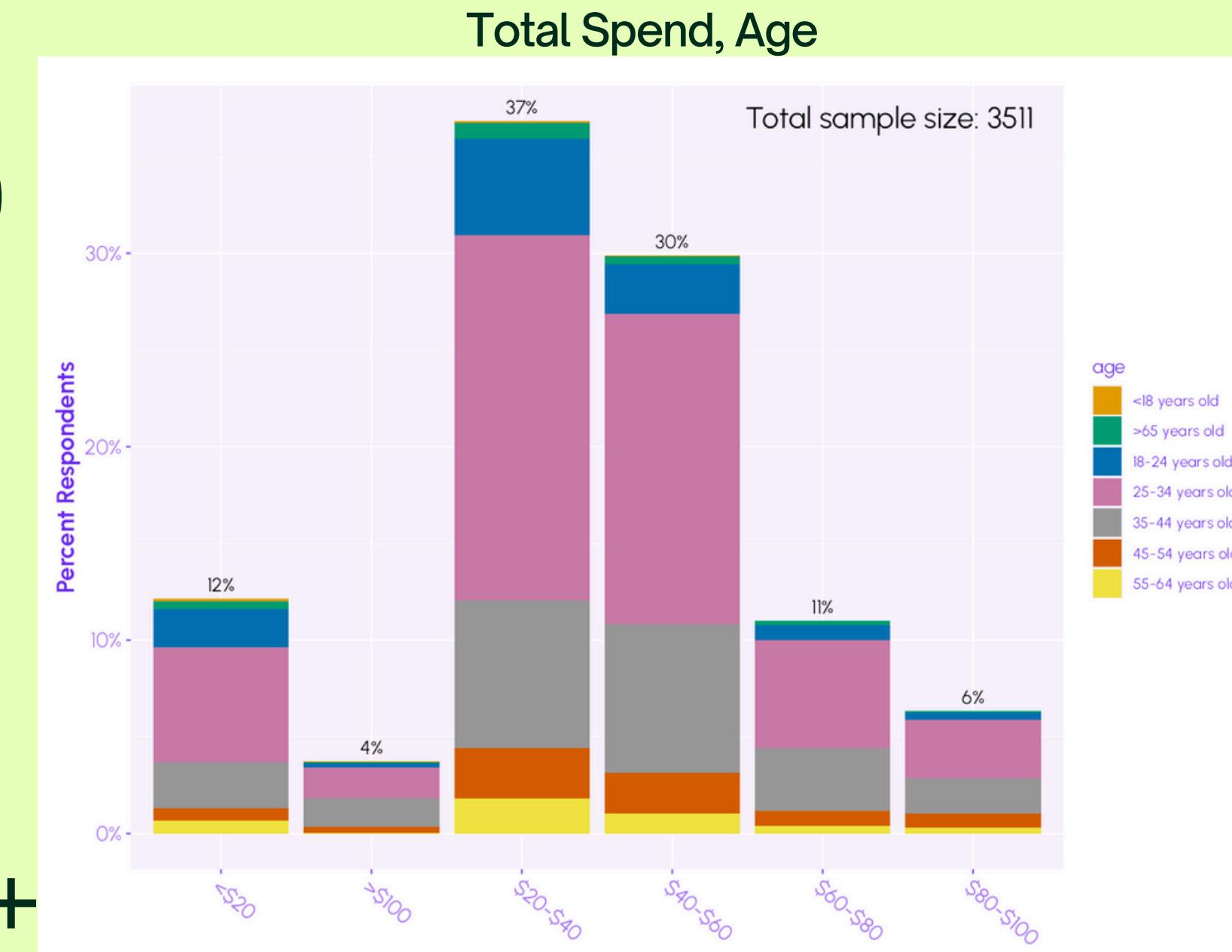
Respondents see more value in brewed vs purchased coffee.

90% feel like they are getting good value out of their brew equipment; 59% from purchased coffee.



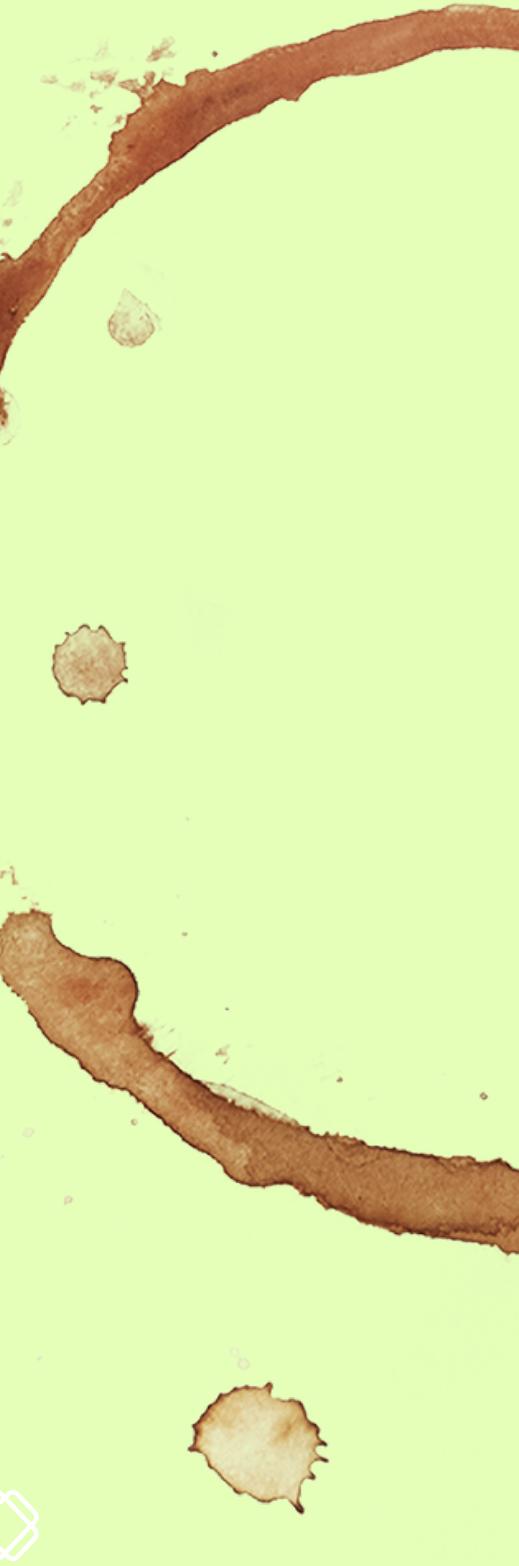
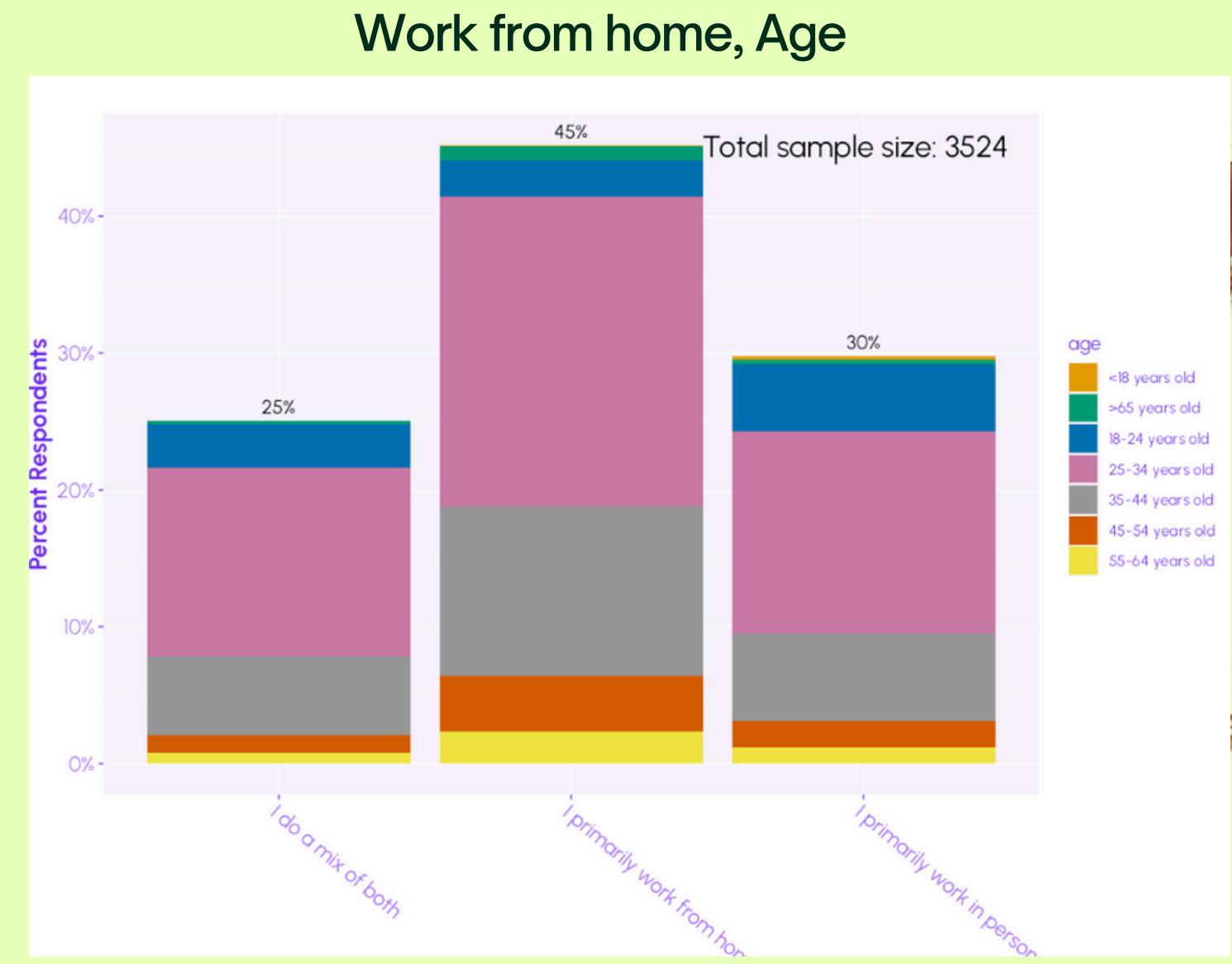
Majority of respondents spend \$20-\$60 a month on coffee.

25-54 year olds are more likely to spend \$60-\$100+ a month.



70% of
respondents
work from
home in some
capacity.

18-24 year old segment
work in person relatively
more than others
groups.



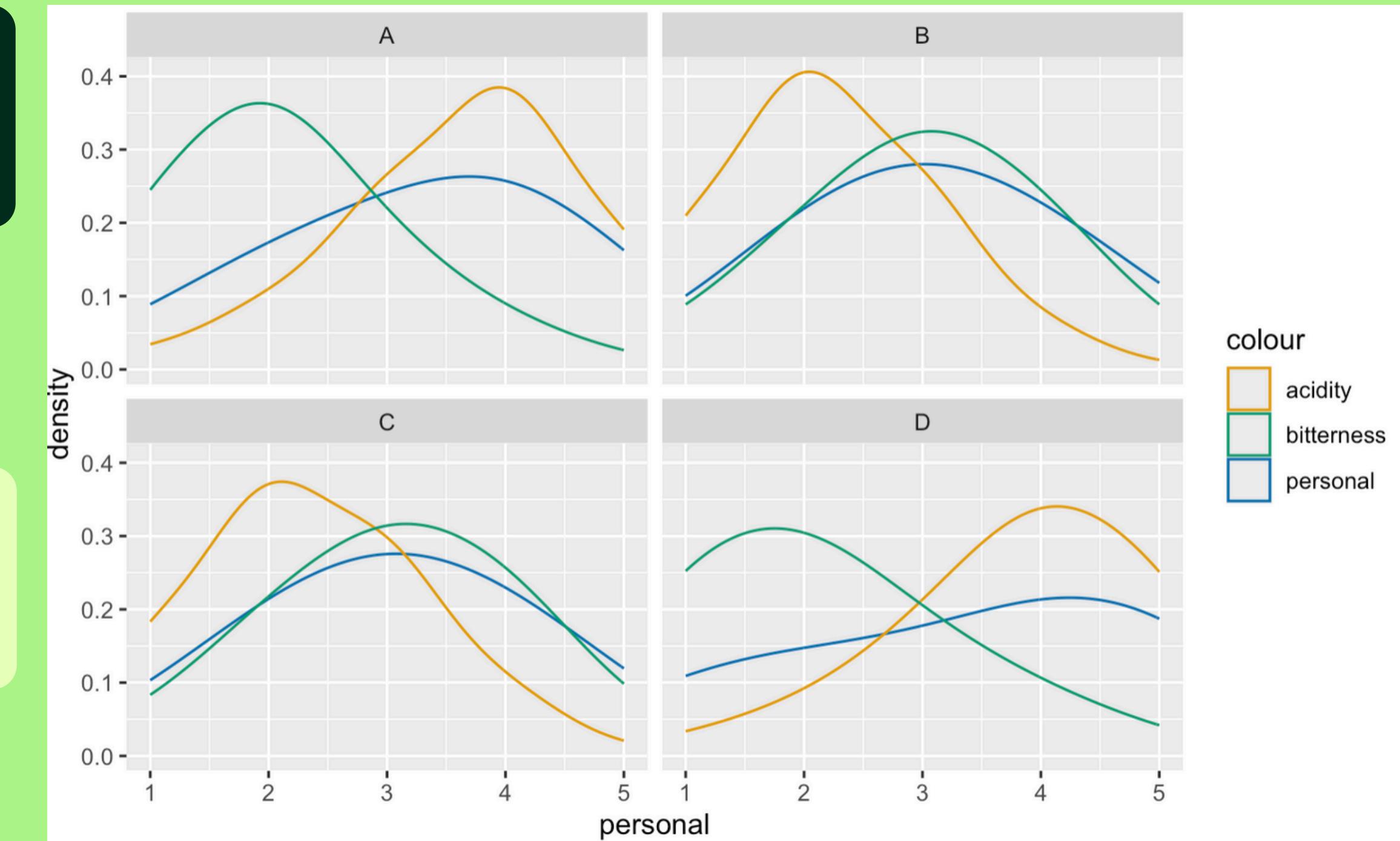
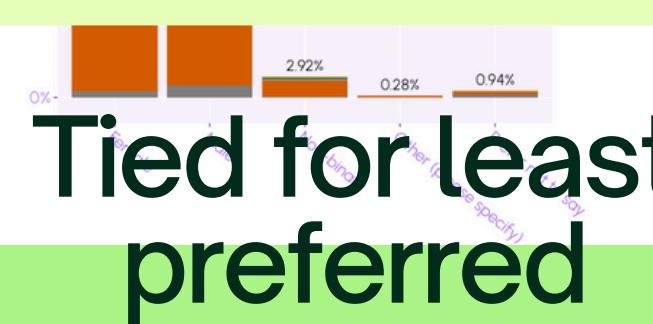
Tasting at a glance

D

Most preferred

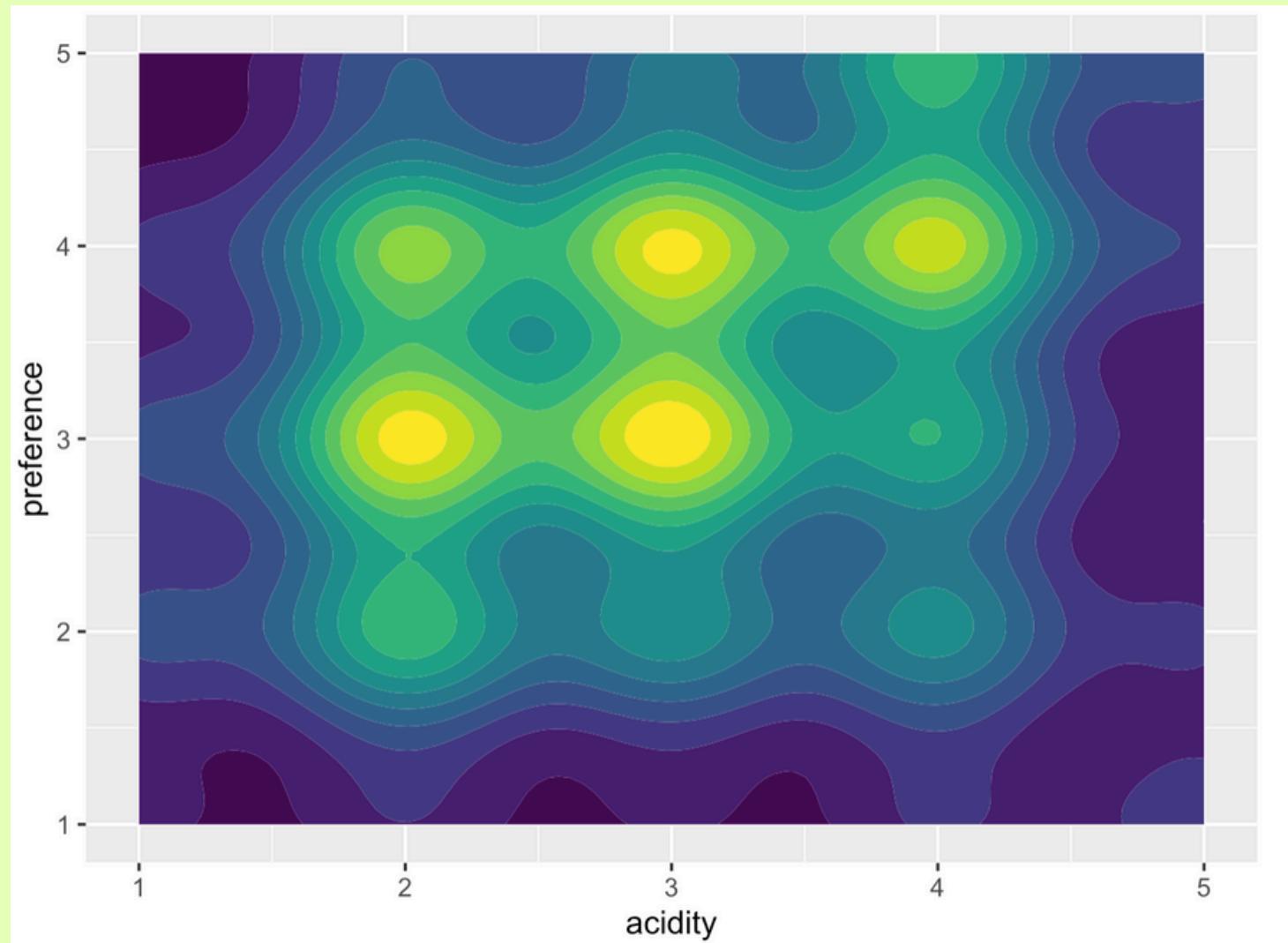


B & C

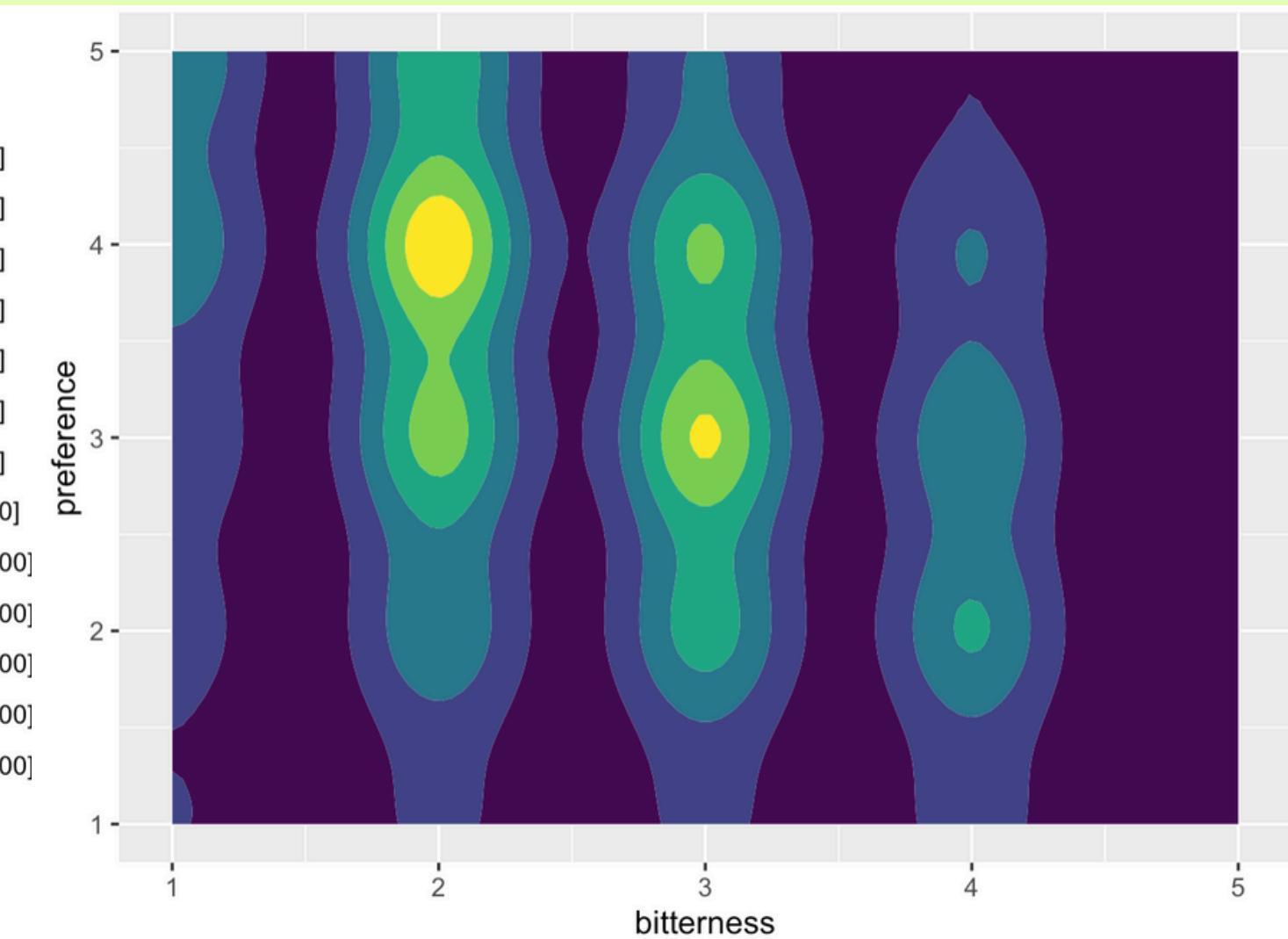


Coffee's with acidity between 3-4 and bitterness of 2 are preferred

Acidity vs. Preference, all coffees



Bitterness vs. Preference, all coffees



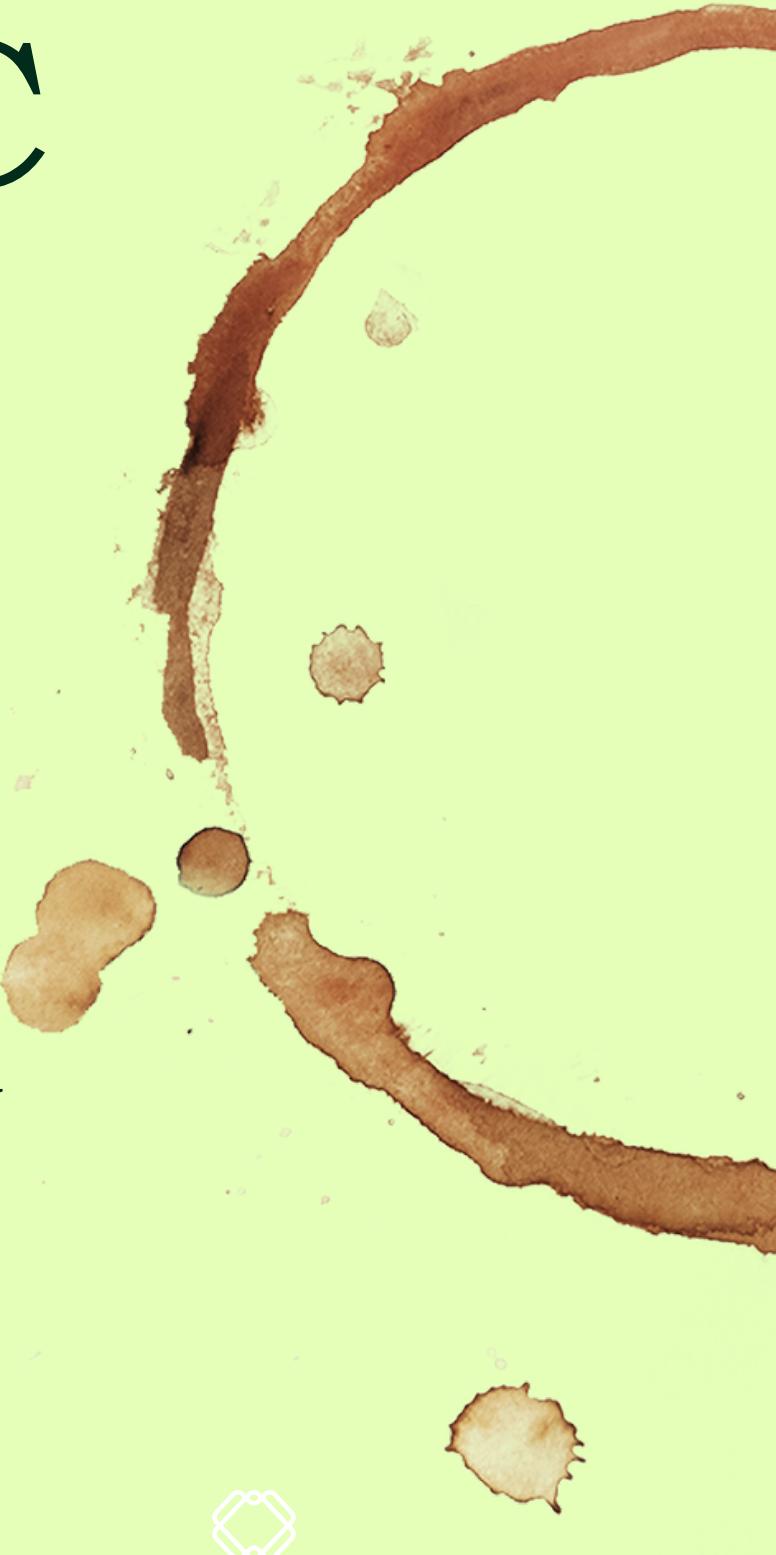
Pearson's correlation for bitterness and preference = .07

Pearson's correlation for bitterness and preference = .25

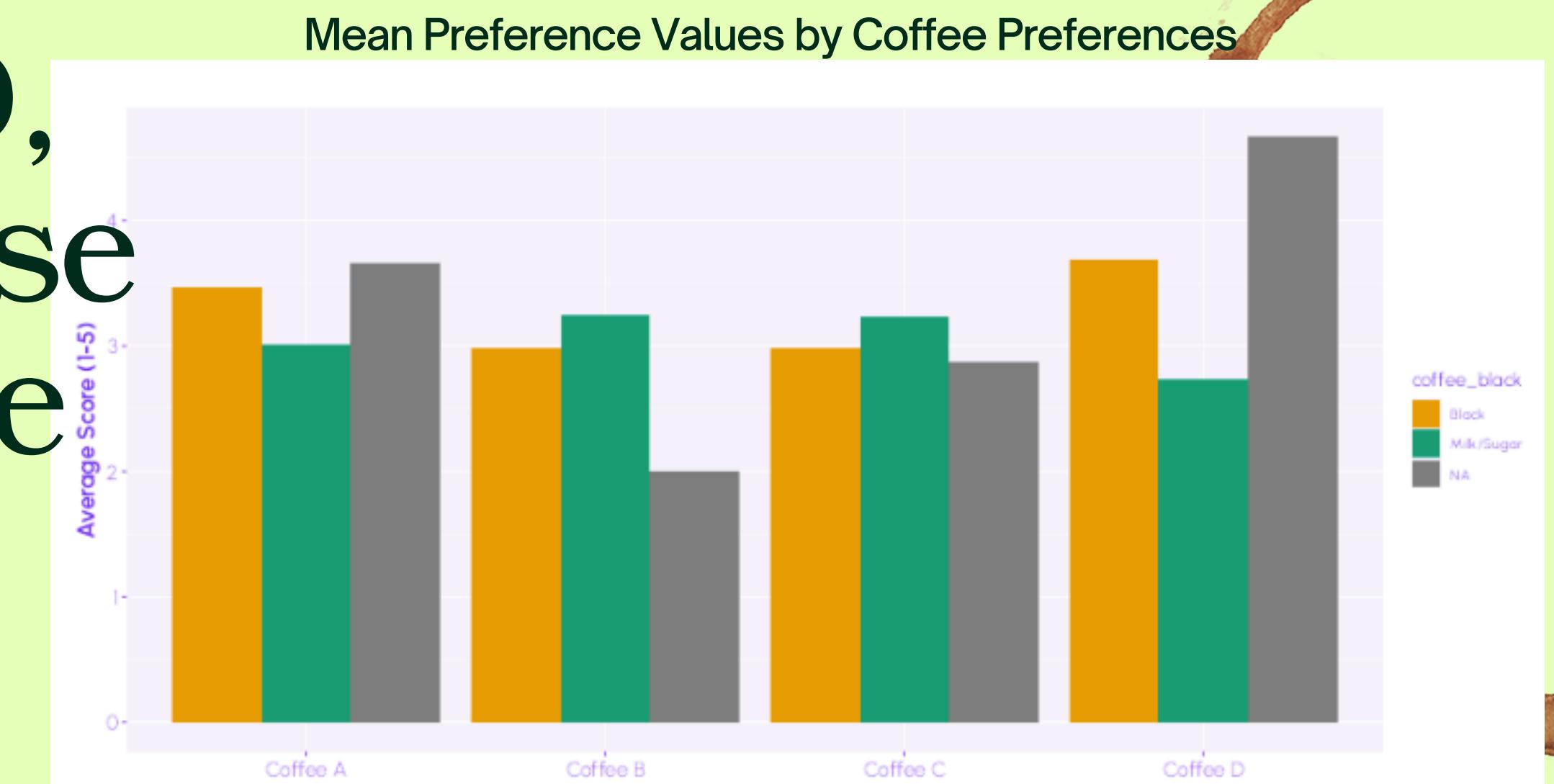
There is no significant difference btw Coffee B and C preference. Their means and variance are statistically the same.

2 Sample T Test confirms Null Hypothesis that there is no difference btw samples. (p val = .9)

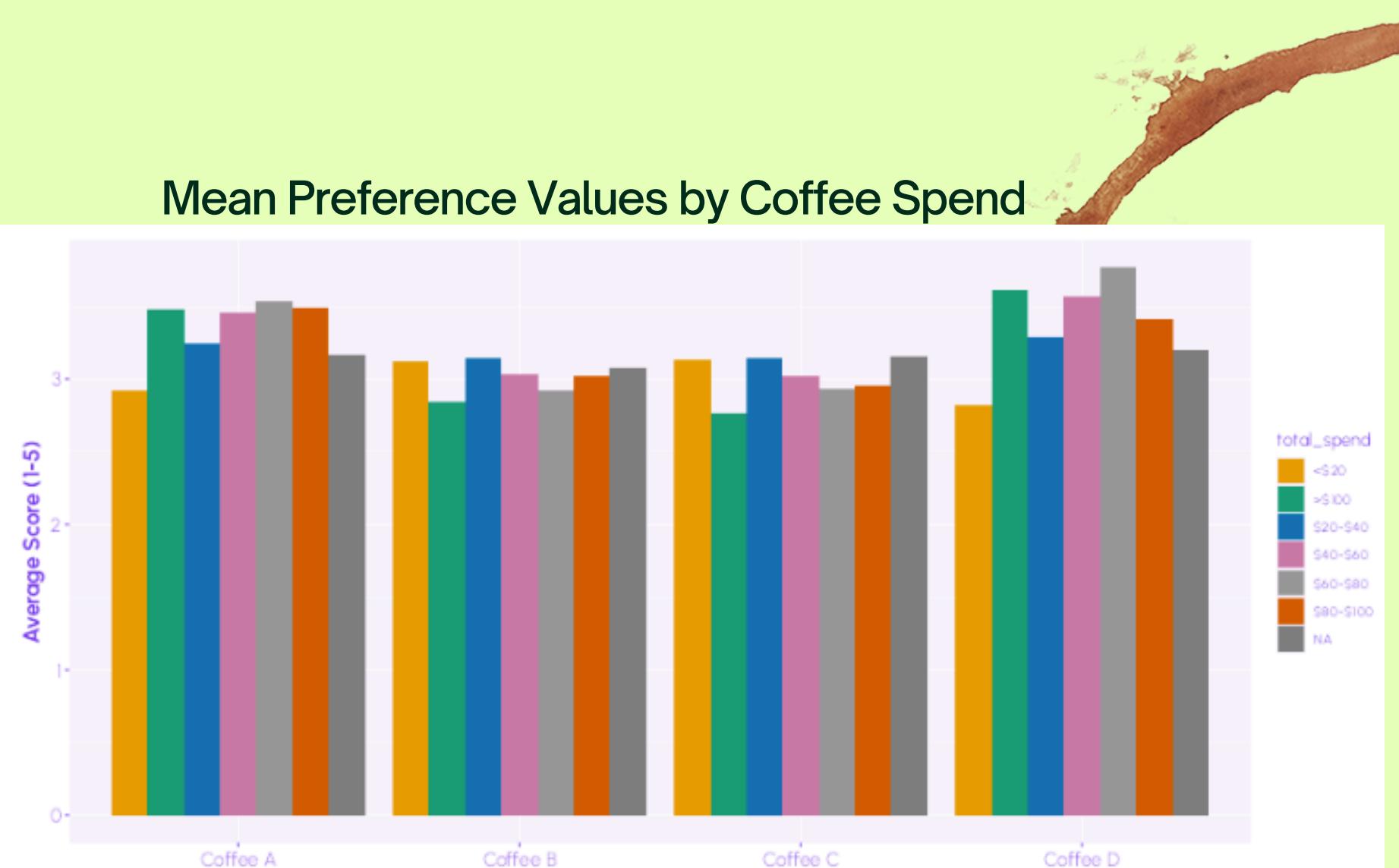
F Test confirms Null Hypothesis that there is no difference between variances. (p val = .41)



Those who prefer their coffee black prefer A and D, inverse to those who take coffee with milk or sugar.

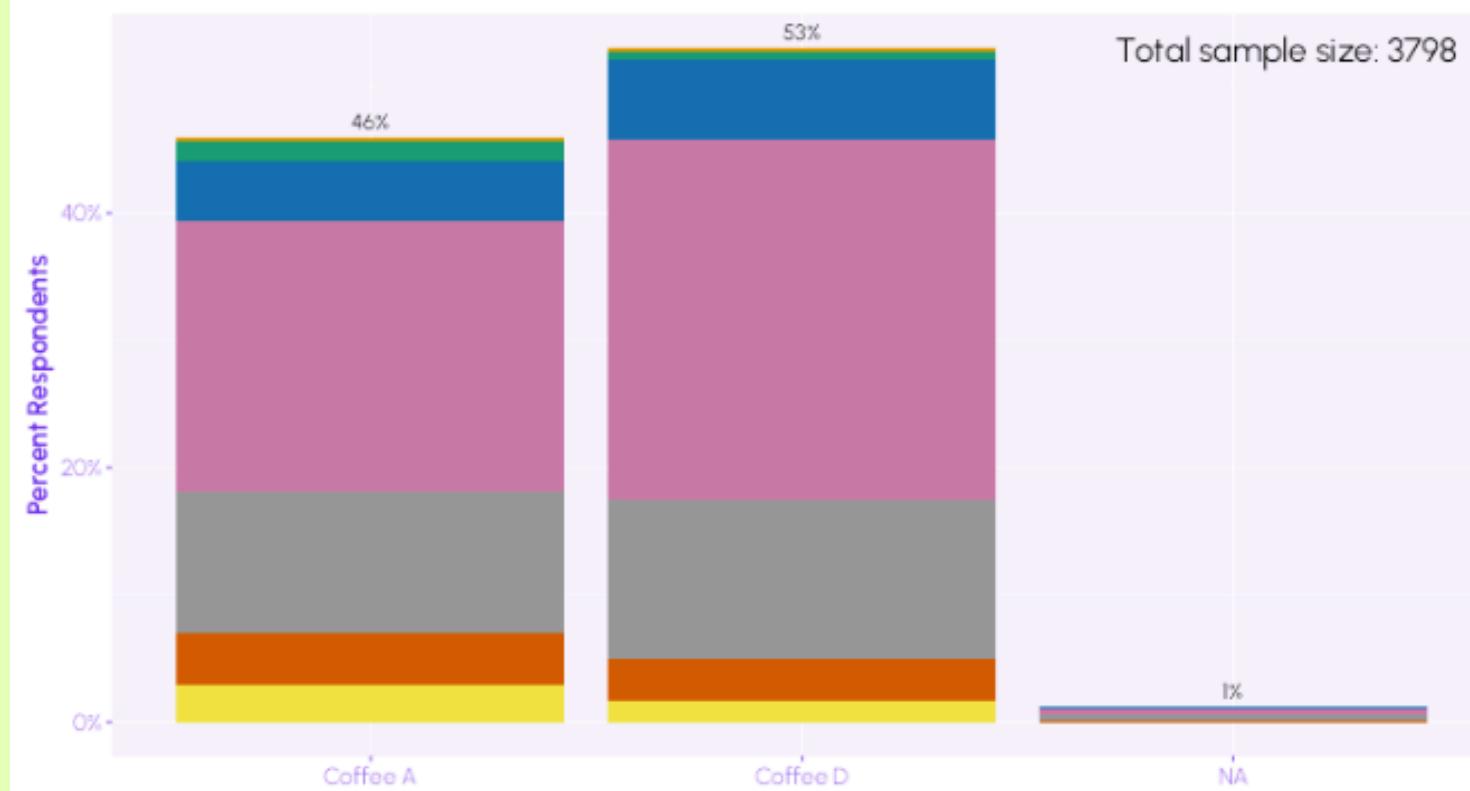


Those who spend more than \$100/month on coffee prefer A and D, inverse to those who spend less than \$20.

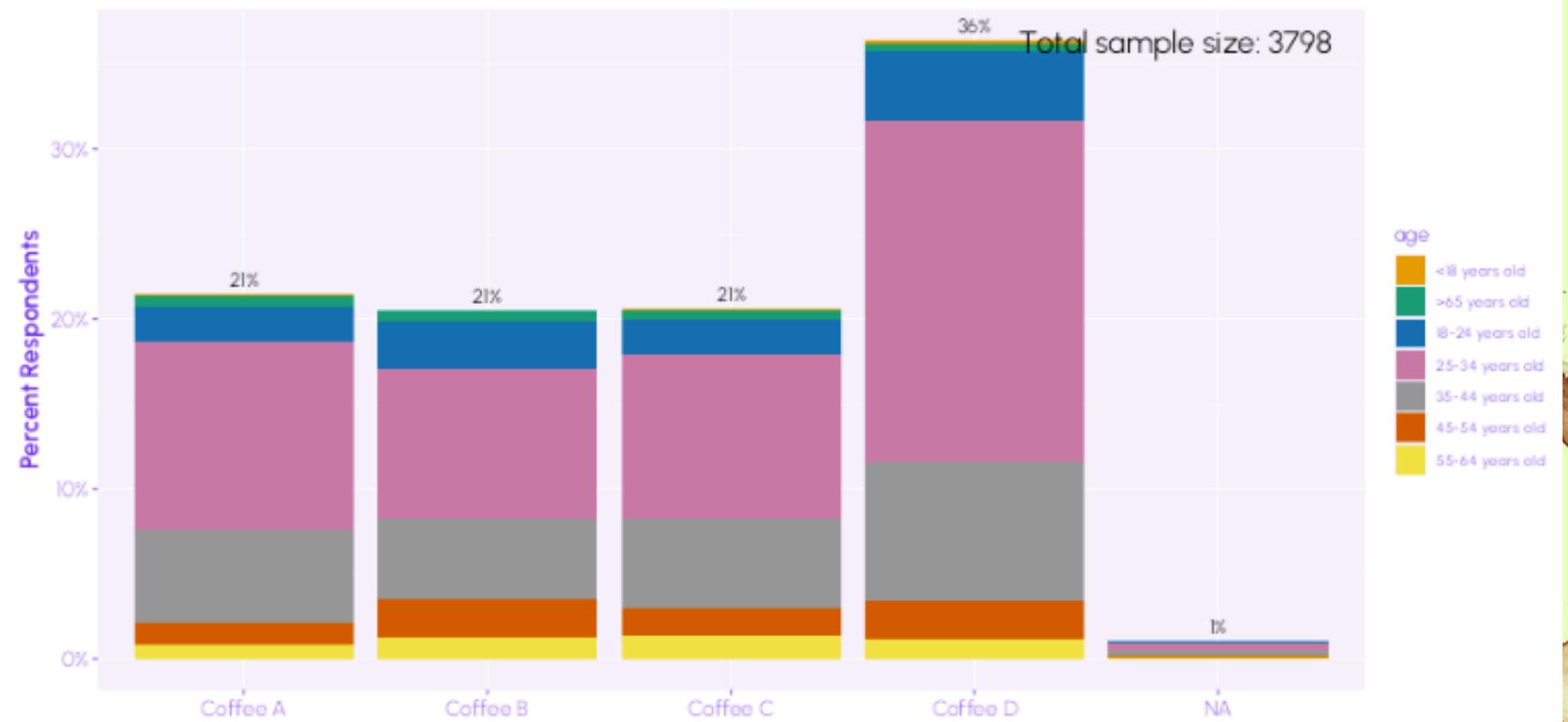


When compared head to head, D is preferred over A by 7% more participants. But compared across all, D is preferred over A by 15% more participants

Q: Which do you prefer, A, or D?



Q: Which do you prefer overall?



Tasting Recap

The tasting revealed two segments those who like high acid, low bitterness coffees (D and A), and those who like lower acid, medium bitterness coffees.

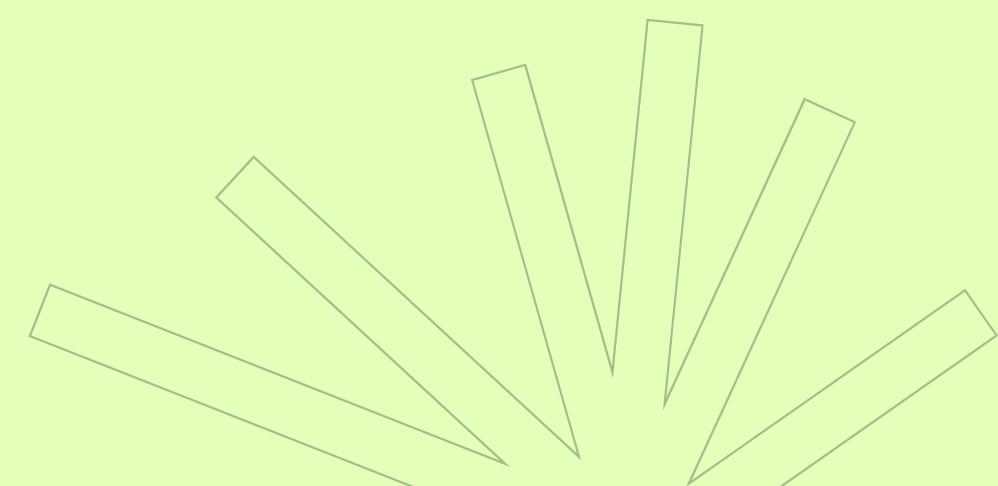
High acid, low bitterness preferences correlates to people who enjoy their coffee black, and whose favorite coffee is pour over. They are also willing to spend more on coffee monthly.

Low acid, med bitterness preferences correlate to groups that like to add milk and sugar to their coffee and whose favorite coffees are lattes and cappuccinos.

Meet each segment at their taste level with tasting boxes. Develop recipes with brew pairings:

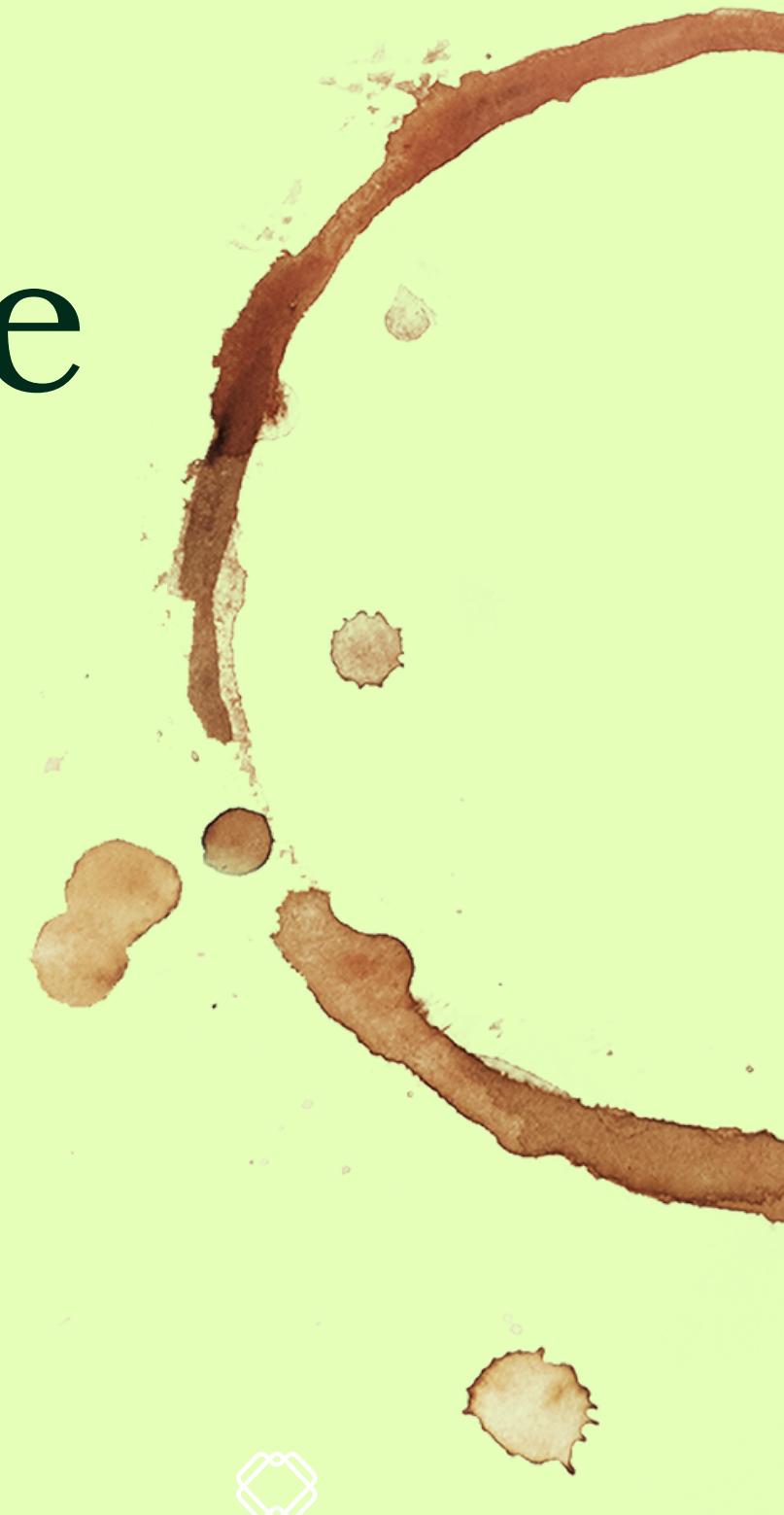
- The Barista's Box. (Blonde coffees to be sampled unadulterated).
- The Creator's Box. (Bolder coffees to be prepared with a selection of recipes).
- The Limited Box. (Light roast coffees and brand collaborations)

Recommendations: Prioritize converting 25-45 year old male and females. They have highest willingness to spend on coffee and are largest population.



Use Segment Builder to create targeted ads that speak to populations and demonstrate value.

- At home convenience.
- At parody with cafe quality.
- Cheaper, more customizable.
- Freshness and wide selection.
- Enjoyable anytime, anywhere.
- A multitude of flavors and preparations.



Ad for: A & D types coffee



Gender: Male

Age: 25-35 year old

Messaging:

- Brewing coffee is part of their morning everyday routine.
- Cafe quality coffee in 60 seconds.
- Compare to pourover.
- Morning cup + Cometeer brew selection.
 - Drink black
 - Elaborate on personal tastes/preferences.
- Pack a capsule in backpack with laptop to bring to work.
- Mid-day coffee with + Cometeer brew selection.
 - Elaborate on how personal tastes/preferences for this blonde roast.

Ad for: B & C types coffee



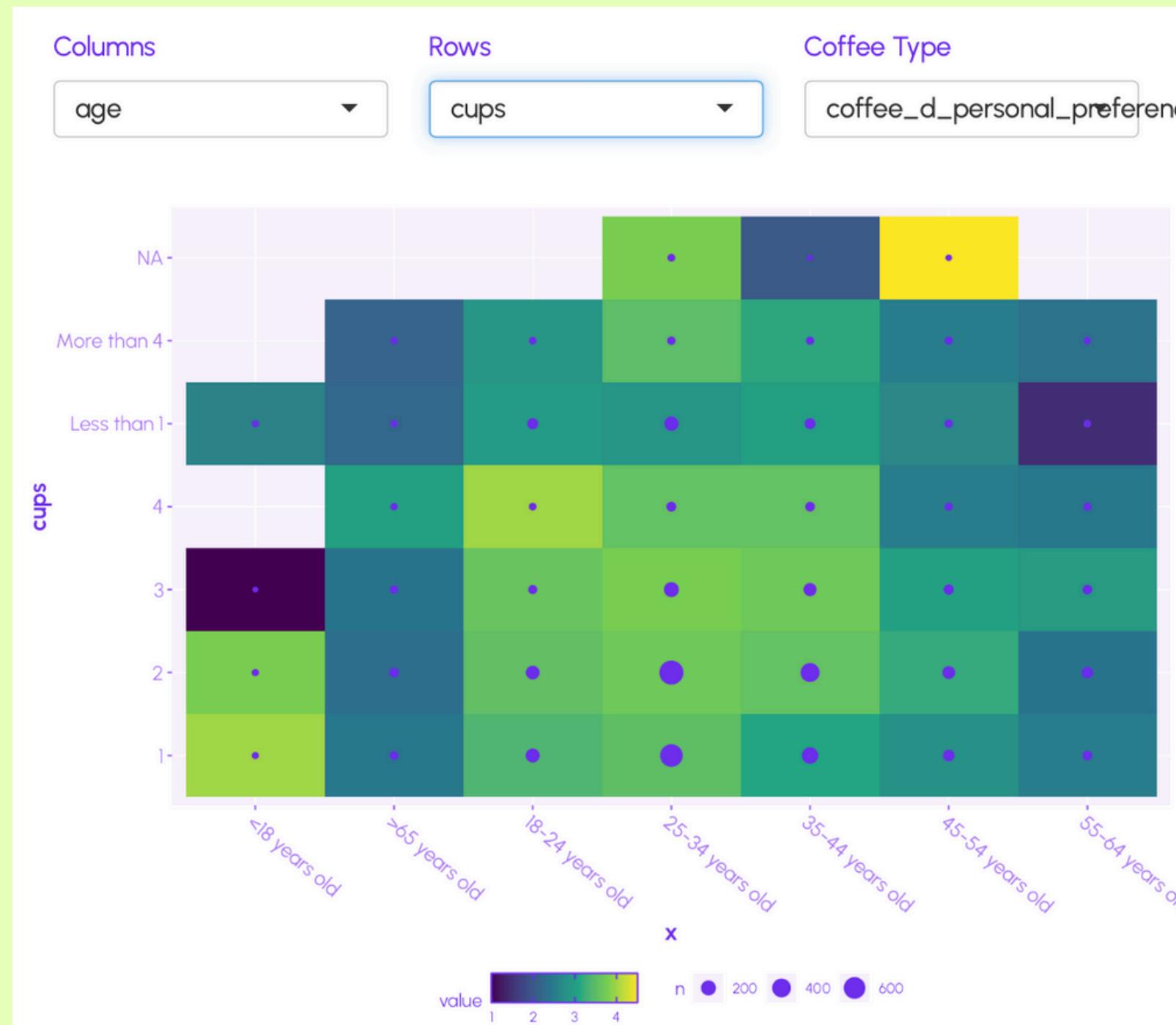
Gender: Female

Age: 25-34 year old

Messaging:

- Brewing coffee is part of their morning everyday routine. Busy morning, simple preparation. No fussy equipment.
- Cafe quality coffee in 60 seconds.
- Morning cup + Cometeer brew selection.
 - Prepare a coffee drink simple and fast with milk/sugar.
 - Elaborate on why they like that brew of coffee.
- Mid-day coffee with + Cometeer brew selection.
 - A latte, cappuccino, or cold brew with cold foam.
 - Put in insulated beverage container.
 - Take to go.

Ad for Speciality Coffee Drinks



Gender: Female

Age: 25-34 year old

Messaging:

- Creating a Dunkin'/national chain speciality drink from scratch.
- Tally to develop a price comparison.
- Demonstrate that these are achievable at home and at a lesser price.

Further Work

The Cometeer survey collected participants' drinking, brewing, and purchasing habits.

The Tasting also helped Cometeer understand which brew and flavor profiles were preferred, and which ones were indistinguishable. It also revealed that participants were interested in coffee and tasting, and entered qualitative feedback per coffee type.

Future work should probe on how Cometeer flavors compare to their normal brew methods and specialty cafe coffee on taste. With this stake in the ground, Cometeer can build perspectives on relative value perception and pricing. Questions could include:

- On a scale of 1-5, how do you rate your current brew in terms of personal preference?
- On a scale of 1-5, how do you most frequently purchased coffee terms of personal preference?

Thank you for
tuning in!

