

The Great American Coffee Taste Test

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Project Overview

On October 21st, Cometeer Coffee hosted The Great American Coffee Taste Test, a livestreamed event to taste 4 of their coffee brews. Participants received Cometeer coffee, prepared it alongside the livestream, and submitted their tasting notes via a web survey.

Cometeer produces concentrated, flash-frozen capsules and ships them to consumers.

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

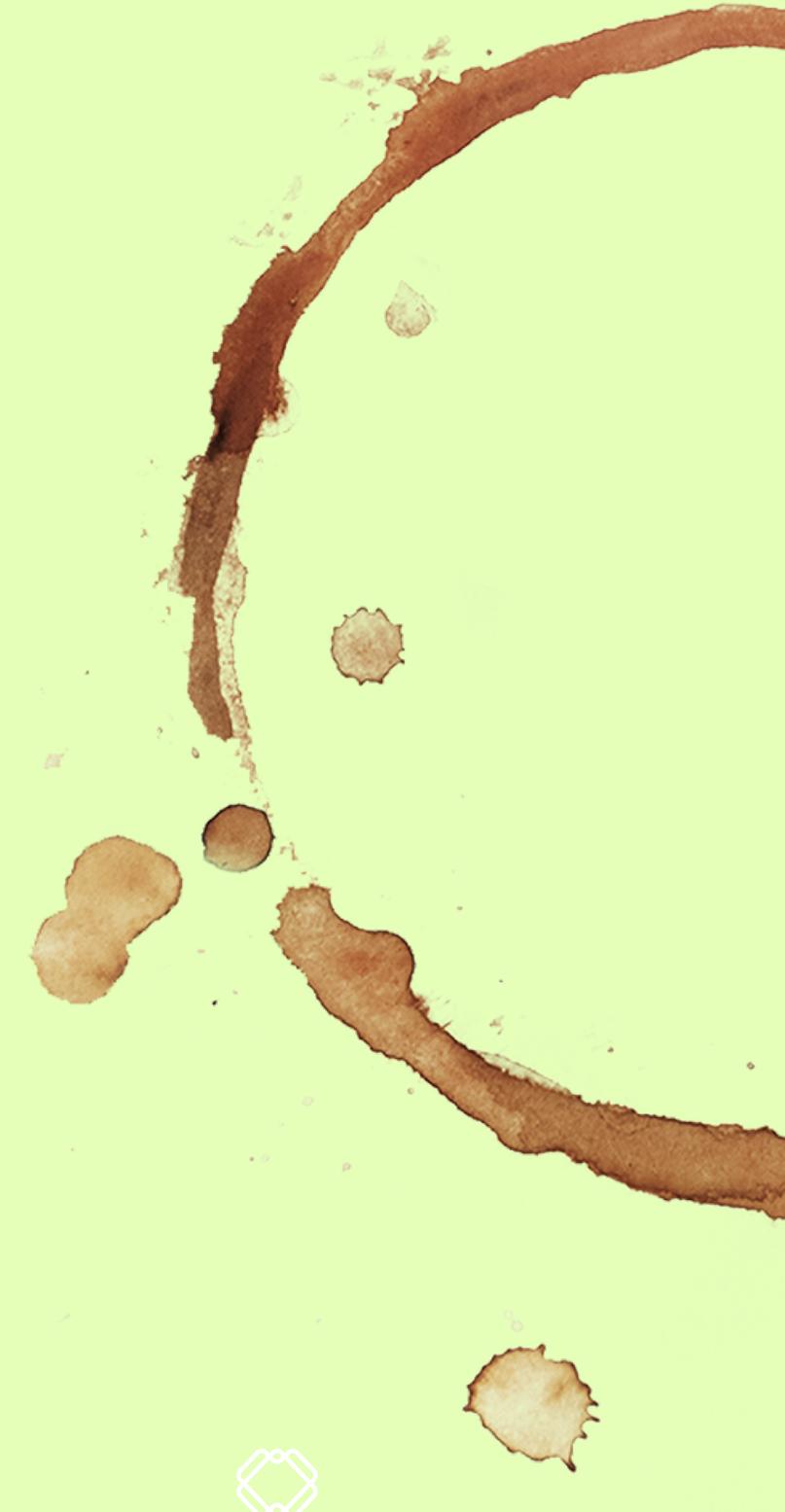
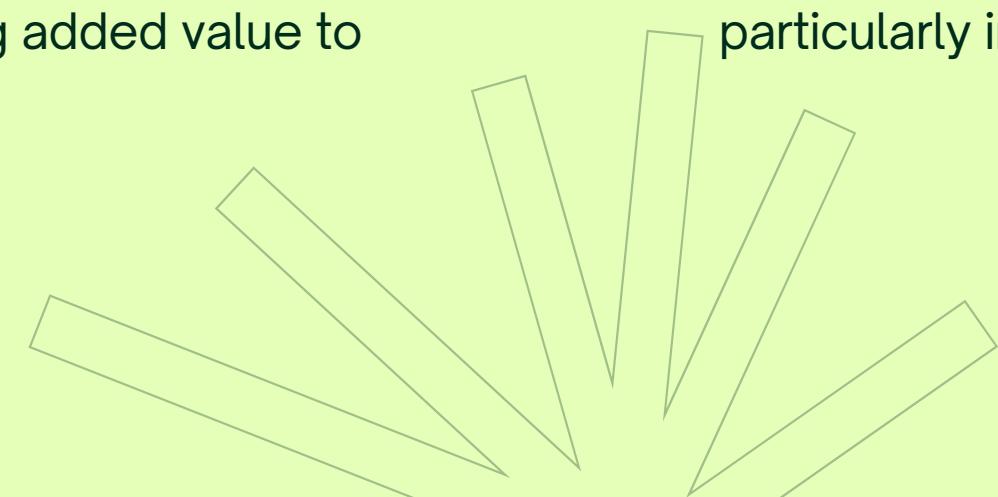
Project Goals

- Identify and prioritize consumer segments for possible conversion to Cometeer coffee.
- Develop a segmentation and marketing strategy.
- 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

The Great Coffee Tasting Survey Questions Participants Individual Coffee Scores Coffee Comparisons Segment Builder About

Cometeer's *The Great American Coffee Taste Test *results**

This Shiny App was created independently to showcase the tasting results [Cometeer Coffee's The Great American Coffee Taste Test](#), a livestream coffee tasting of four of Cometeer's coffees hosted by world champion barista, James Hoffman. 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.

YouTube video player

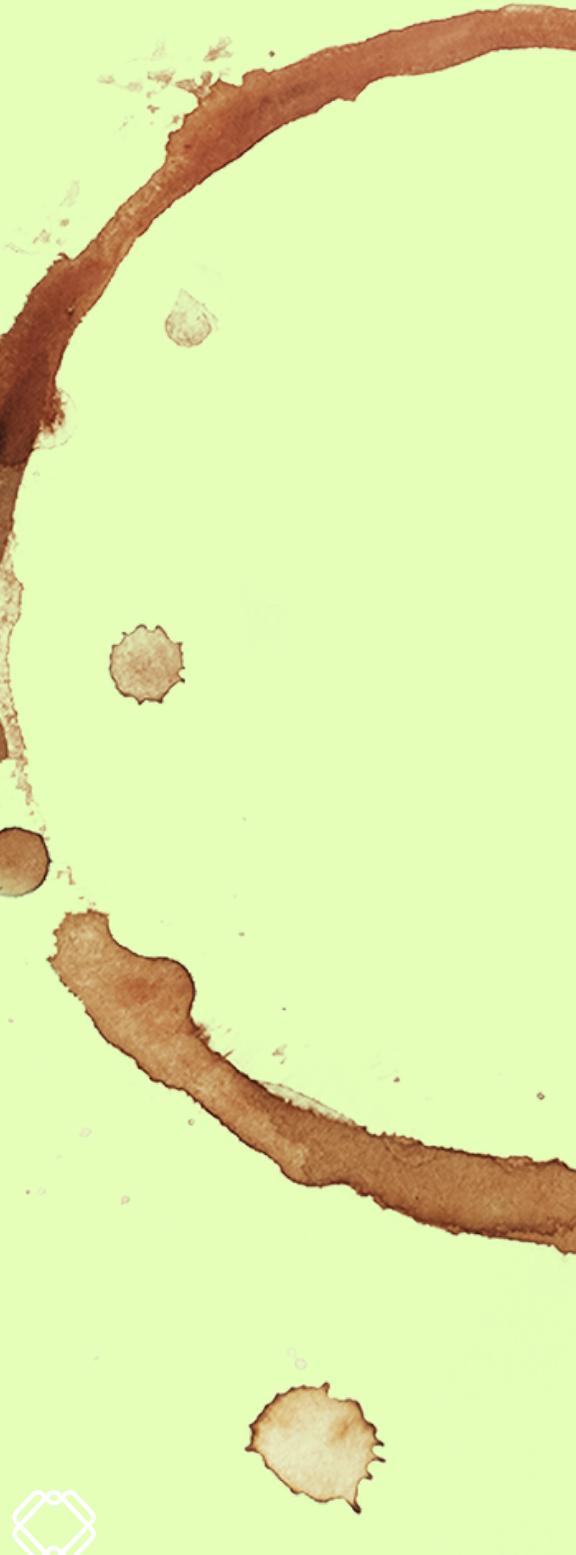


The Great American Taste Test - ...
THE GREAT AMERICAN COFFEE TASTE TEST
LIVE STREAM

More information on the event.

What: The Great American Coffee Taste Test!
When: September 21st, 2023
Where: Live Stream

[Event Link with Full Livestream](#)



Participants at a glance

3789

Participants

5%

Currently brew Cometeer
Coffee

92%

Currently brew coffee at
home, 63% pour over

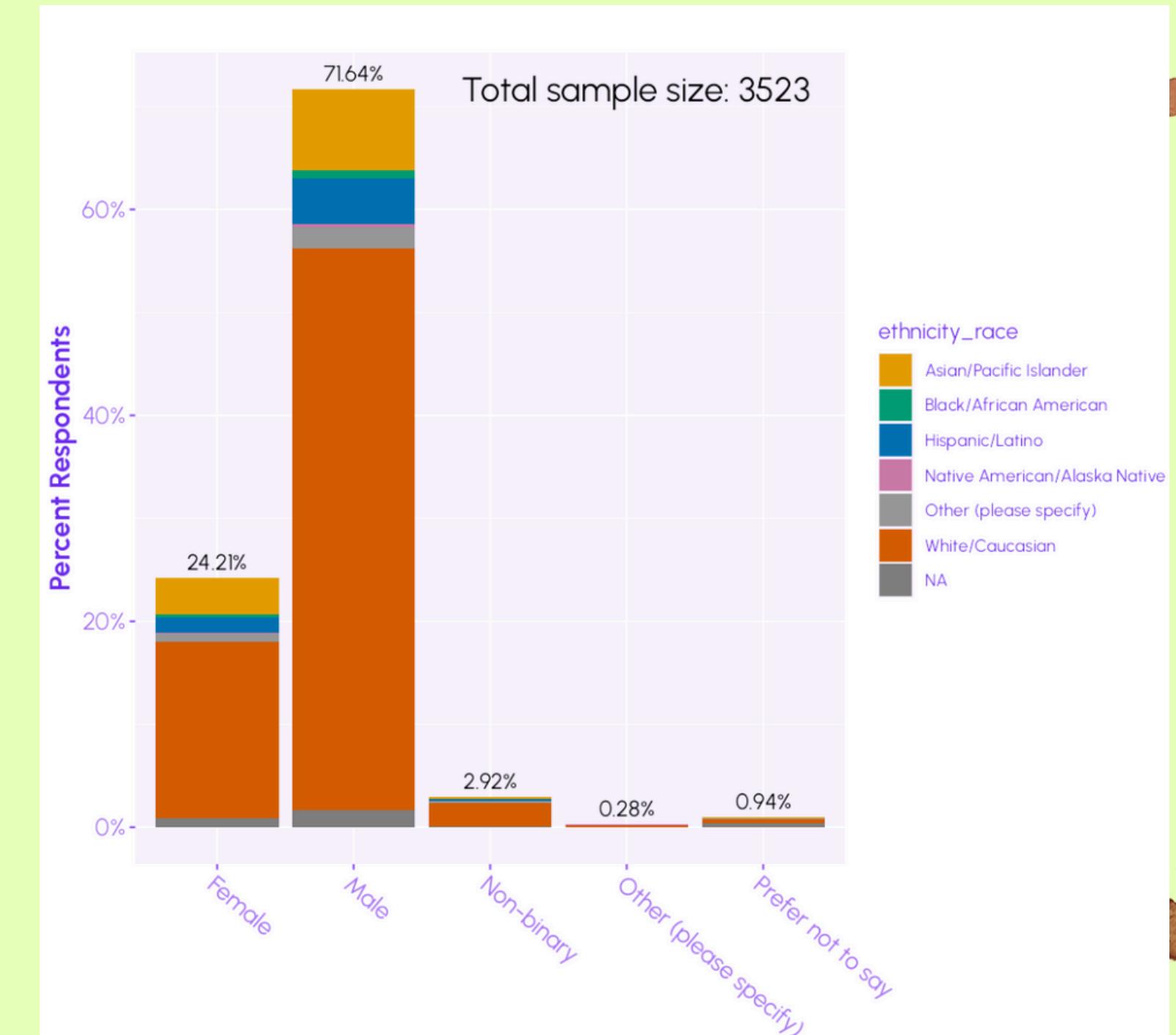
27%

Favorite coffee is pour over

White males make up the largest participant segment

71% male (70% 25-44yo)

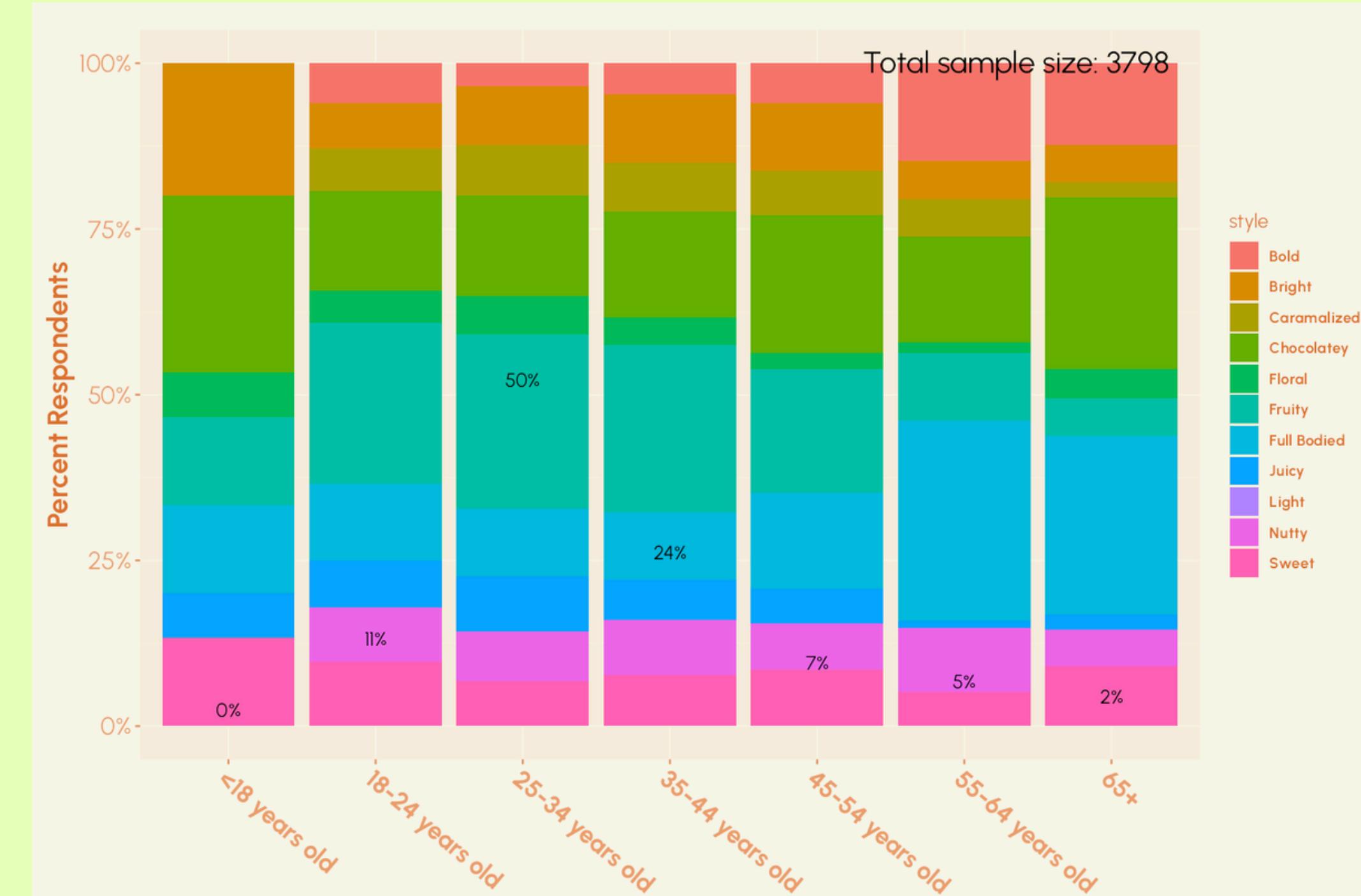
24 % female (70% 25-44yo)



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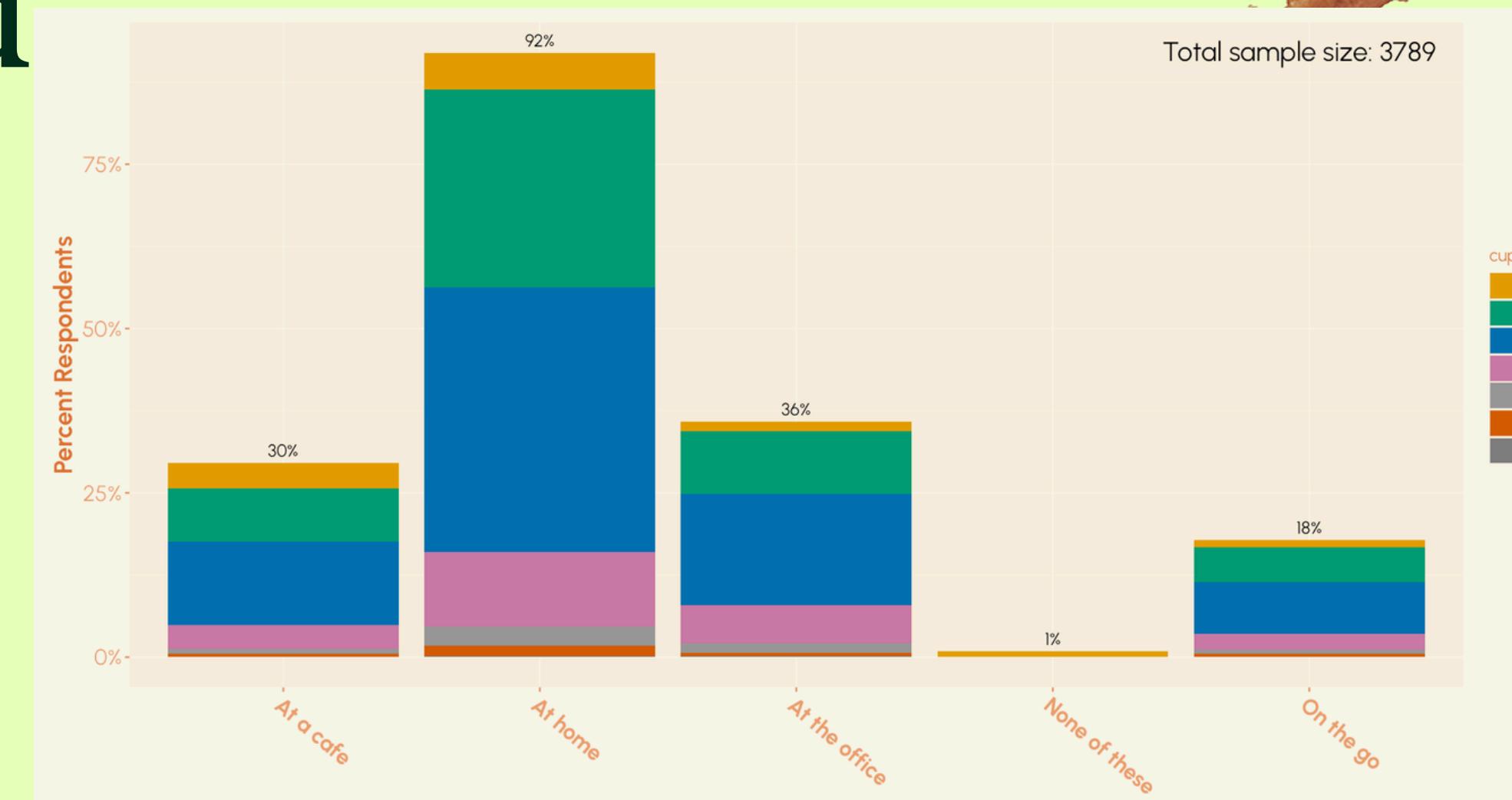
Participants coffee style preferences can be grouped by:

- <45
- >45.



Majority of coffee is brewed at home.

92% of participants brew coffee at home. 75% of whom drink 1-2 cups of coffee a day.



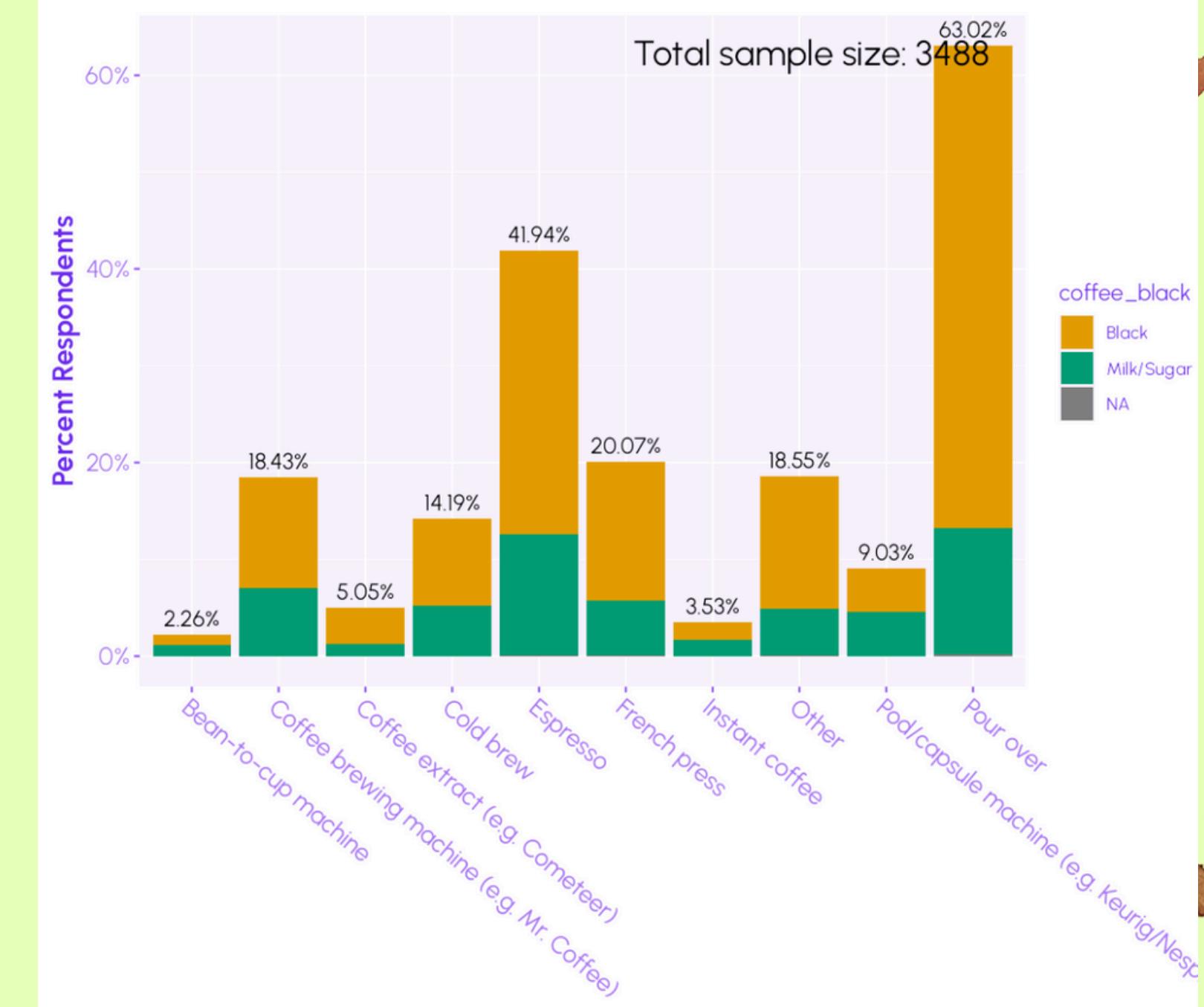
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Pour over is the most common brewing method.

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



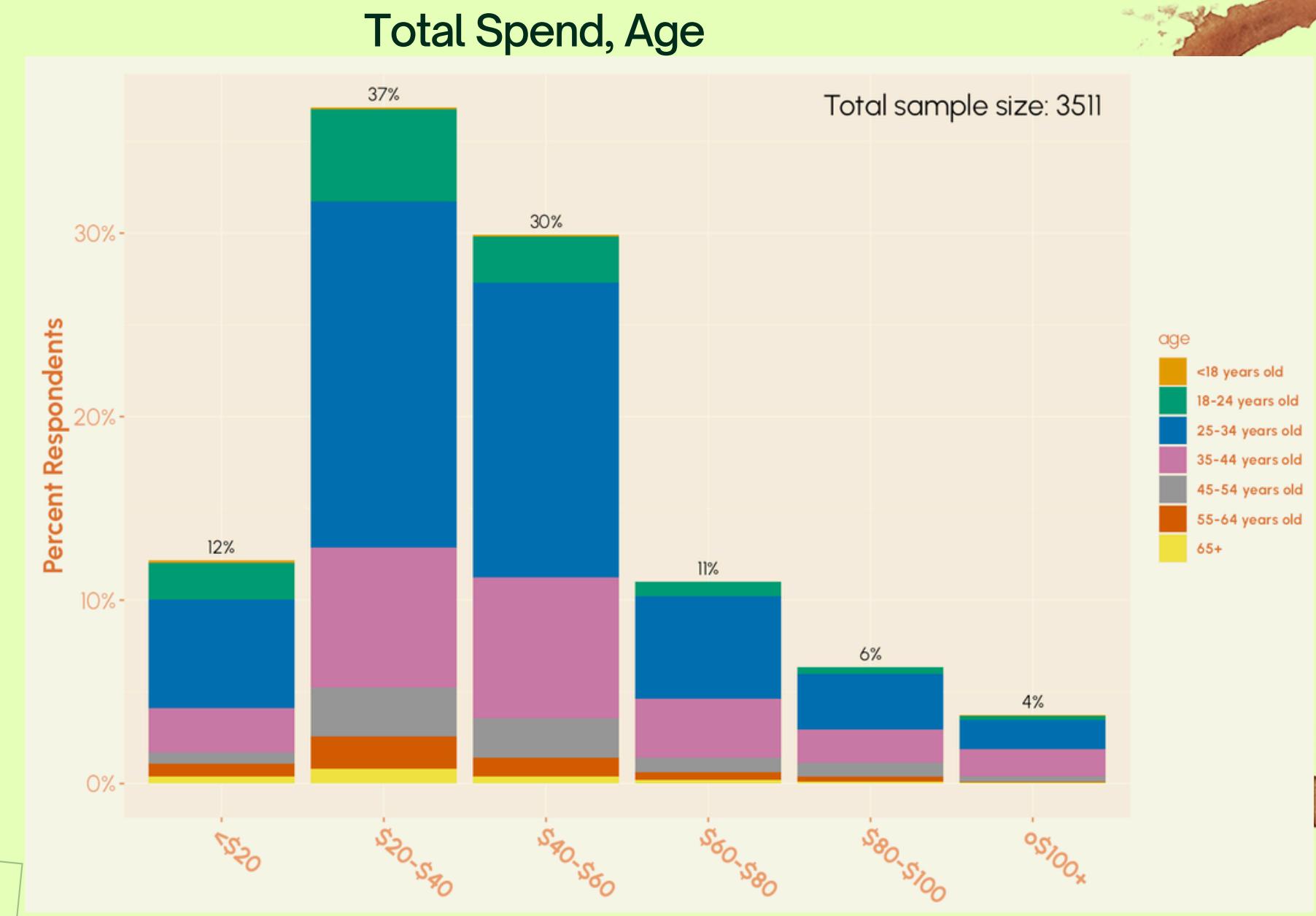
Respondents get more value from their brewed vs purchased coffee.

Value Coffee, Value Equipment



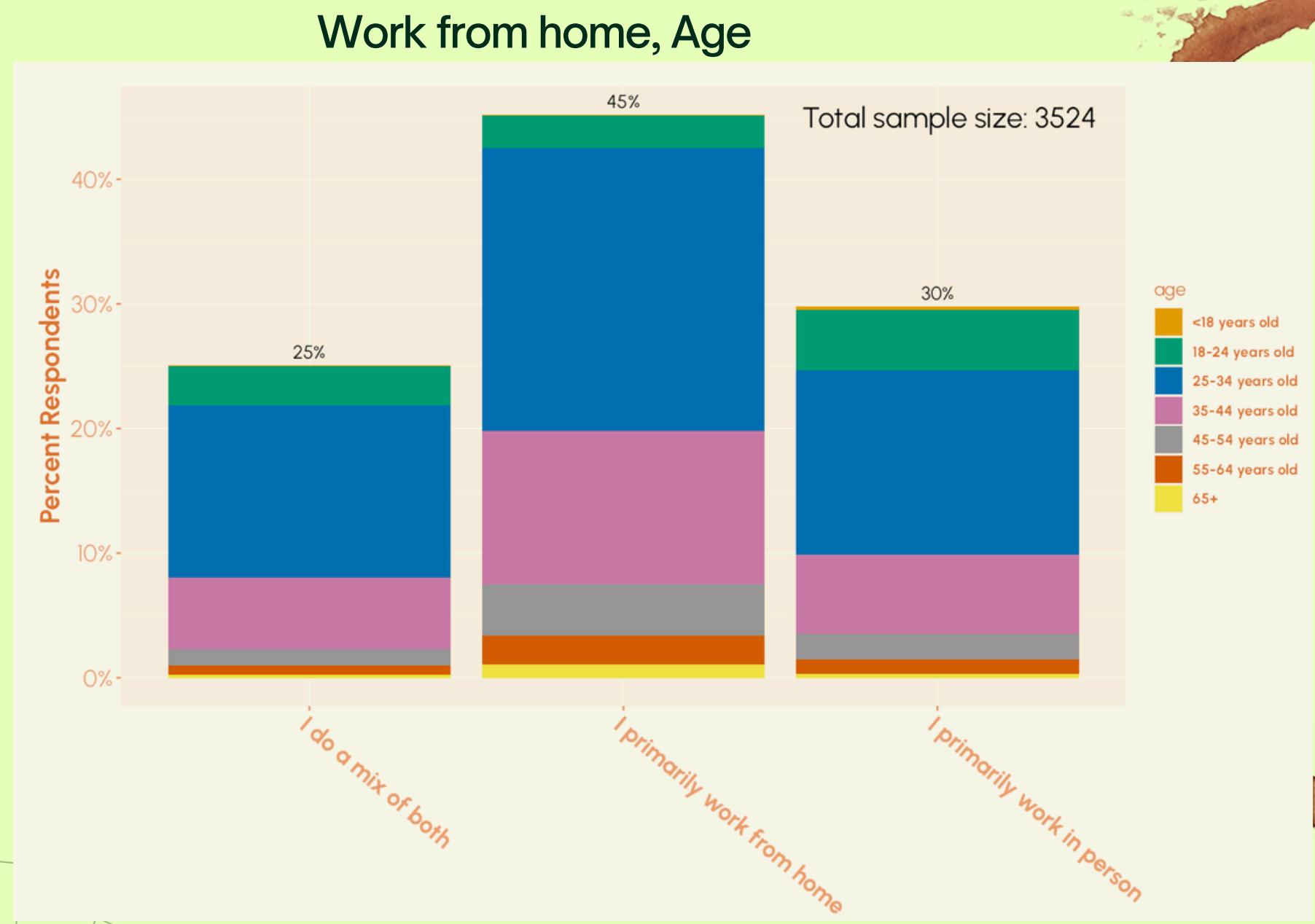
Majority of respondents spend \$20-\$60 a month on coffee.

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.



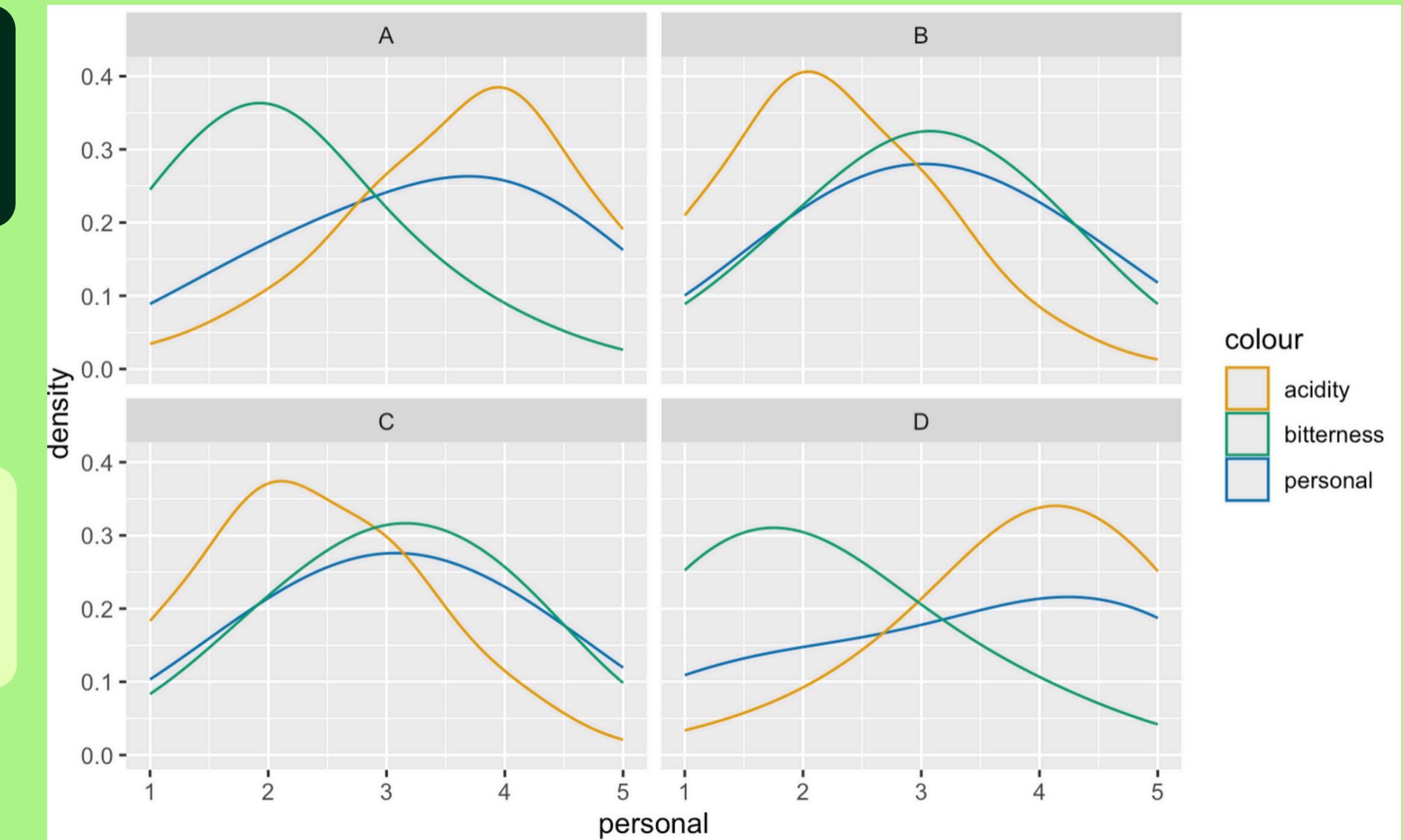
Tasting at a glance

D

Most preferred

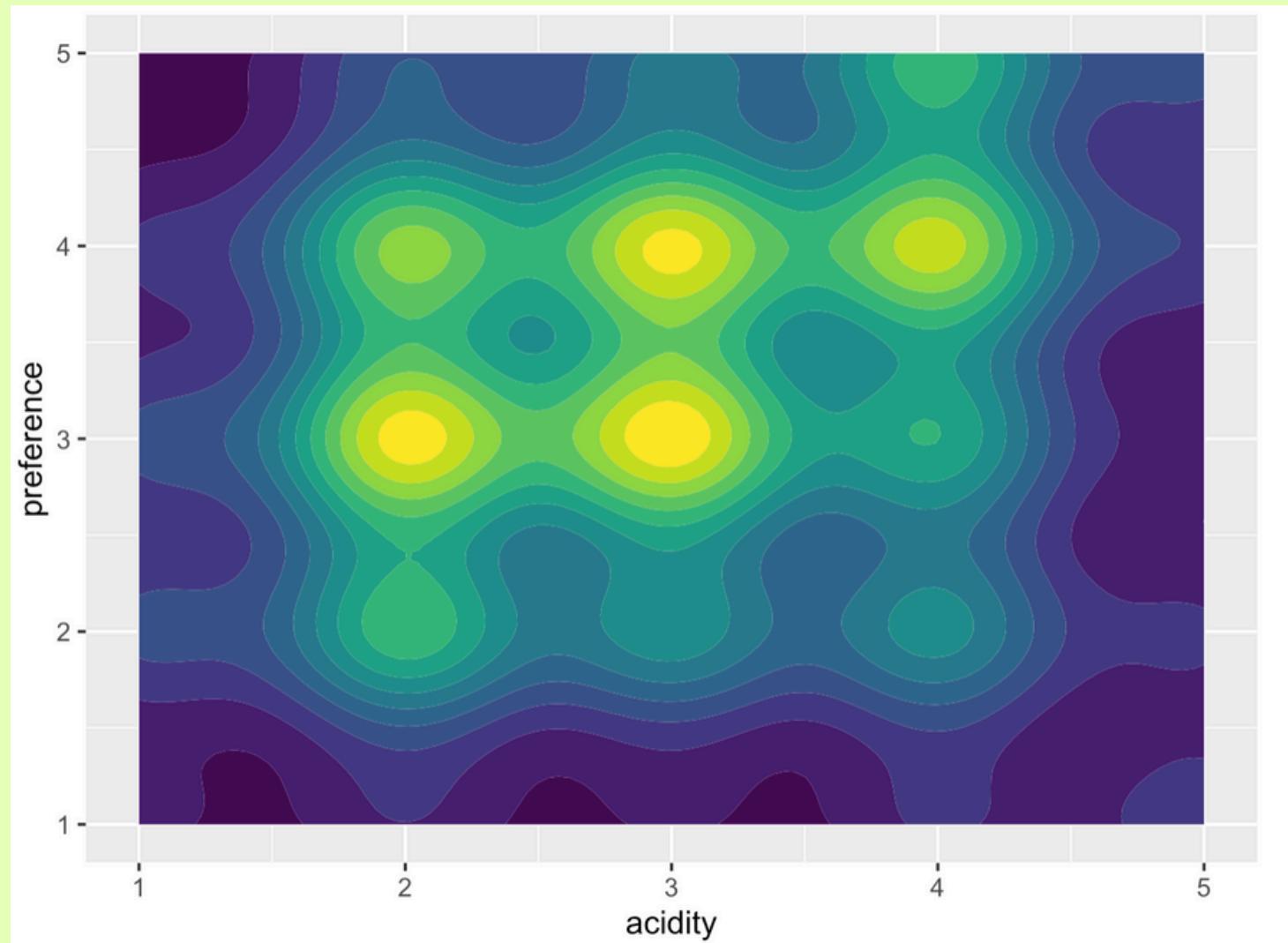
B & C

Tied for least
preferred

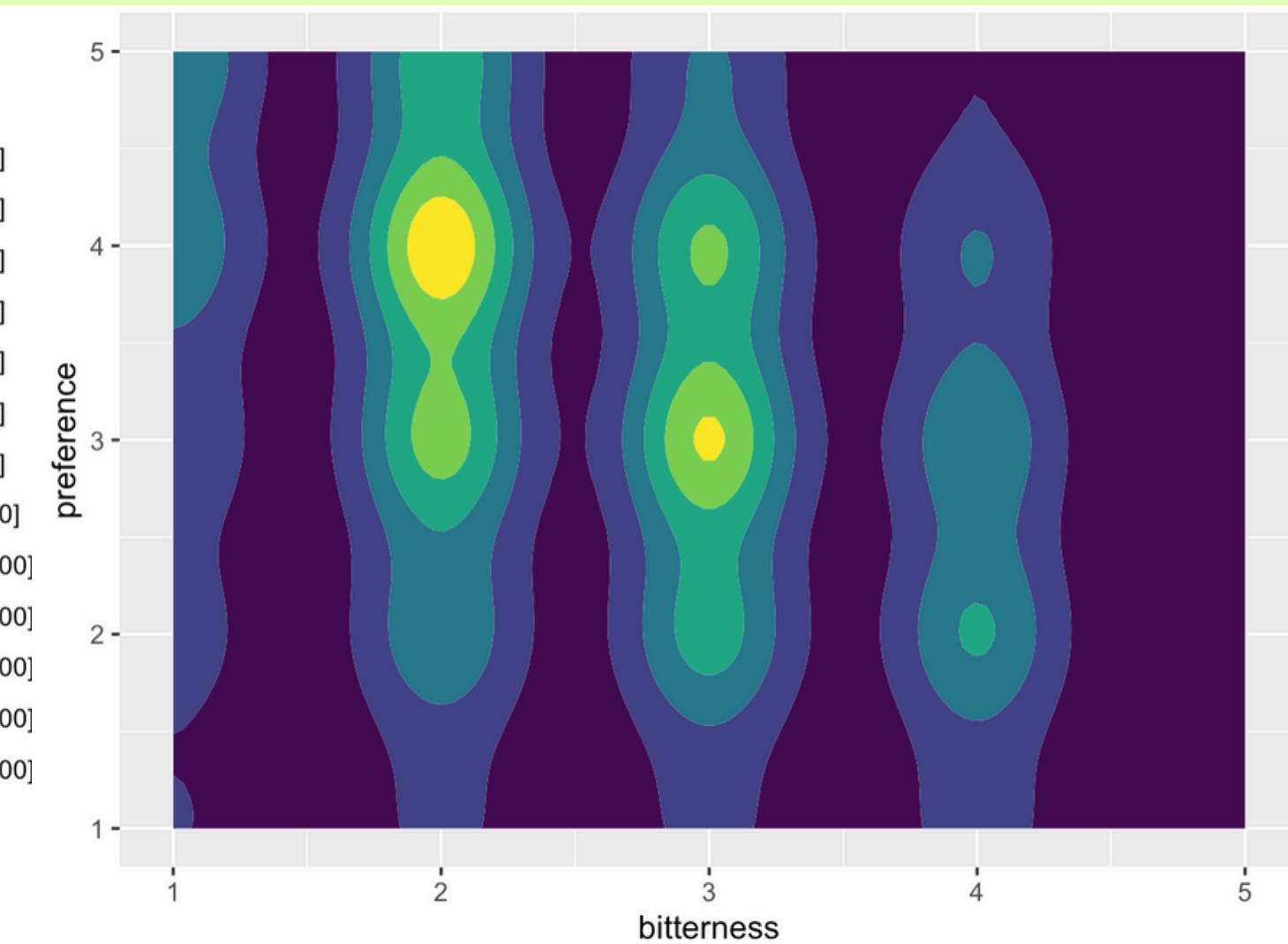


Coffee's with acidity between 3-4 and bitterness of 2 are preferred

Acidity vs. Preference, all coffees



Bitterness vs. Preference, all coffees



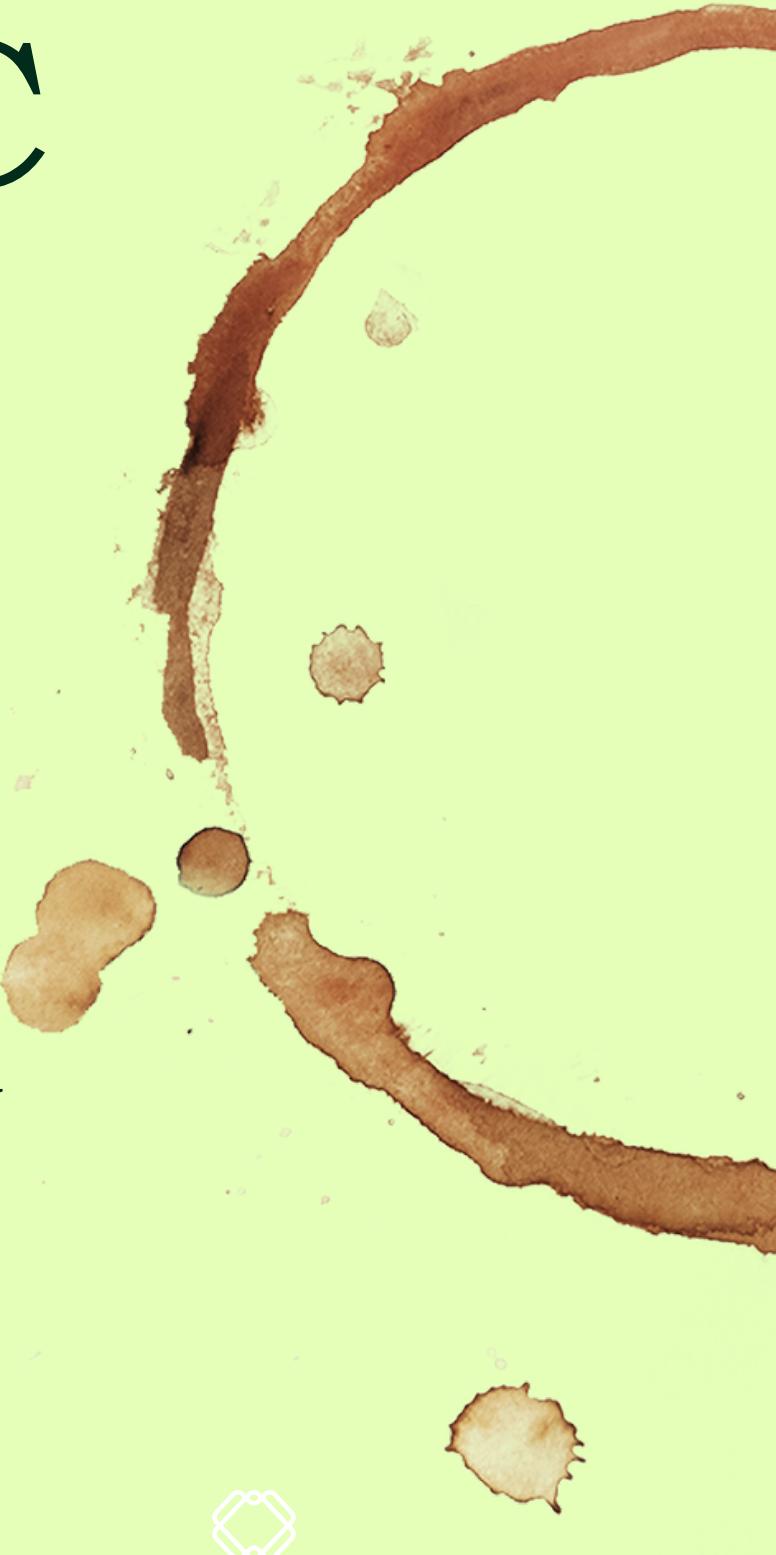
Pearson's correlation for acidity and preference = .07

Pearson's correlation for bitterness and preference = .25

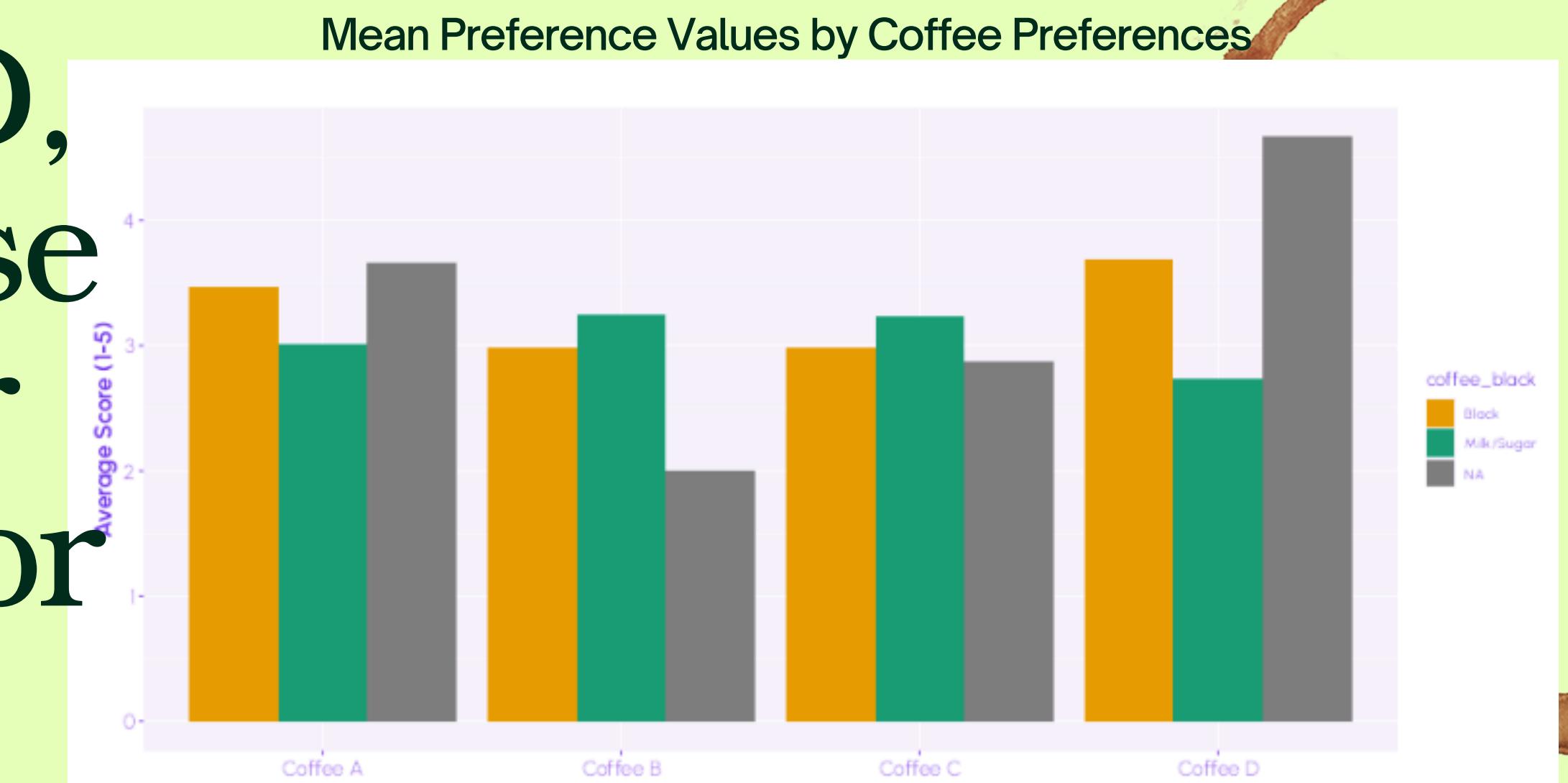
There is no significant difference btw Coffee B and C preference. Their means and variance are statistically the same.

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)

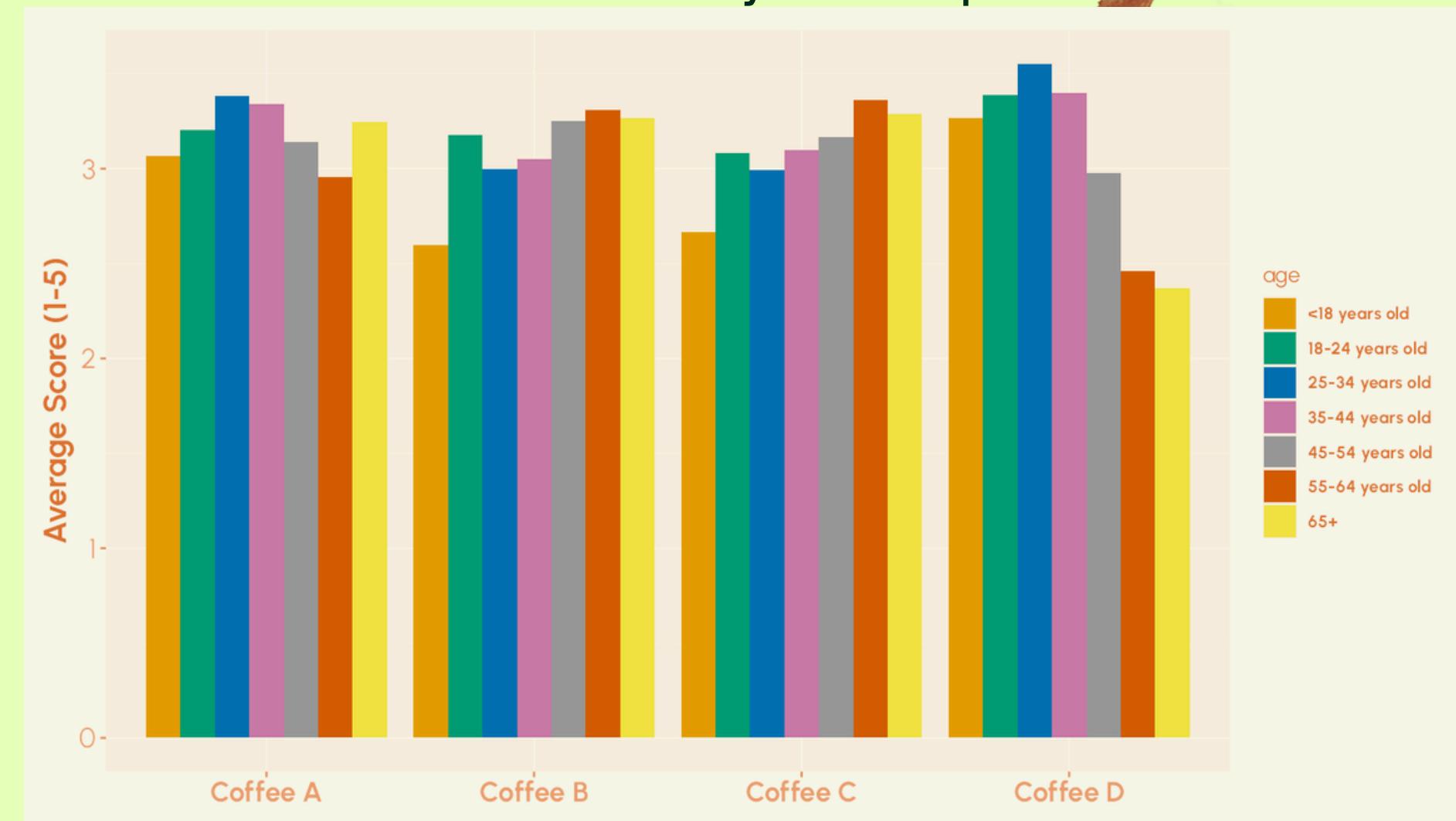


Those who prefer their coffee black prefer A and D, Inversely, those who take their coffee w milk or sugar, prefer C&D

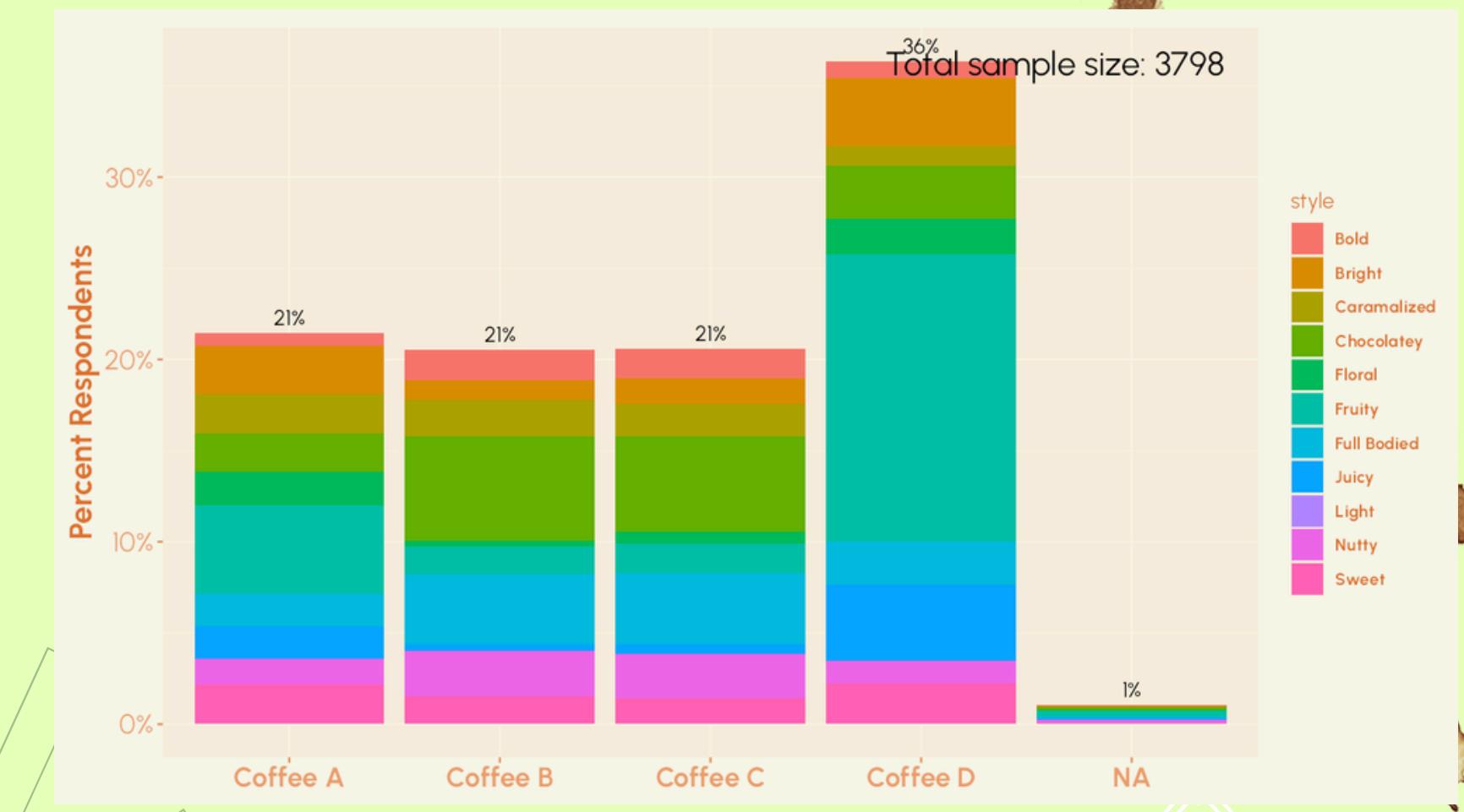
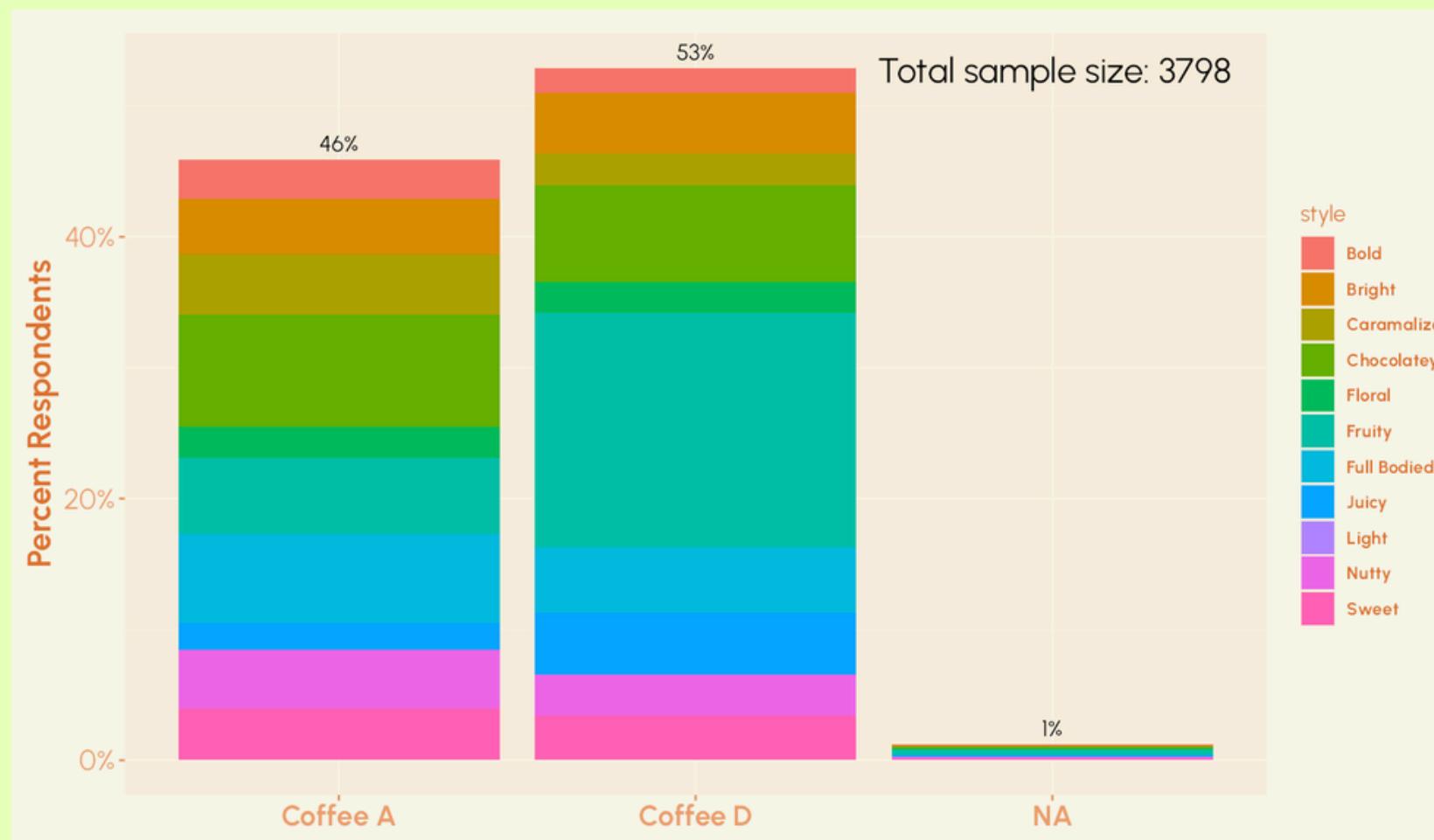


Those who spend more than \$100/month on coffee prefer A and D, inverse to those who spend less than \$20.

Mean Preference Values by Coffee Spend



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



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.

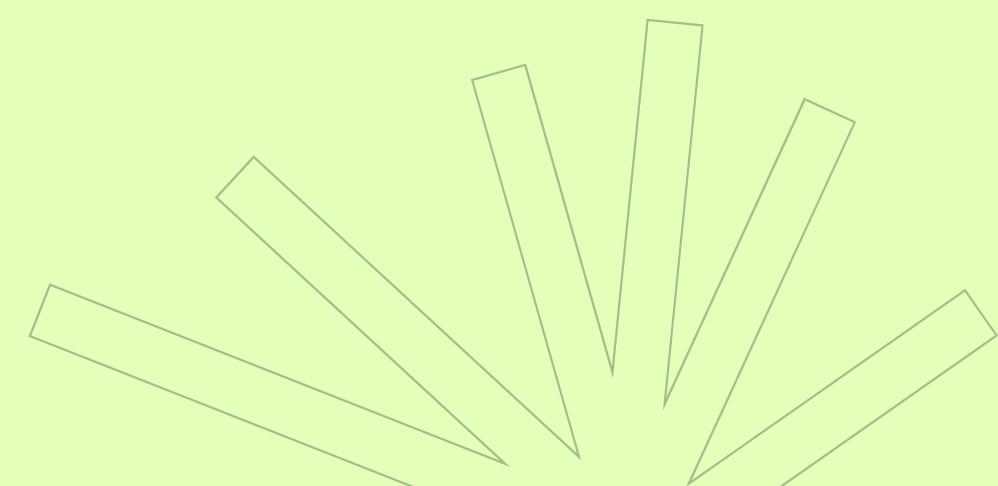
High acid, low bitterness preferences correlates to people who enjoy their coffee black, and whose favorite coffee is pour over. They are also willing to spend more on coffee monthly.

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. Offer a range of brews and develop recipes with brew pairings:

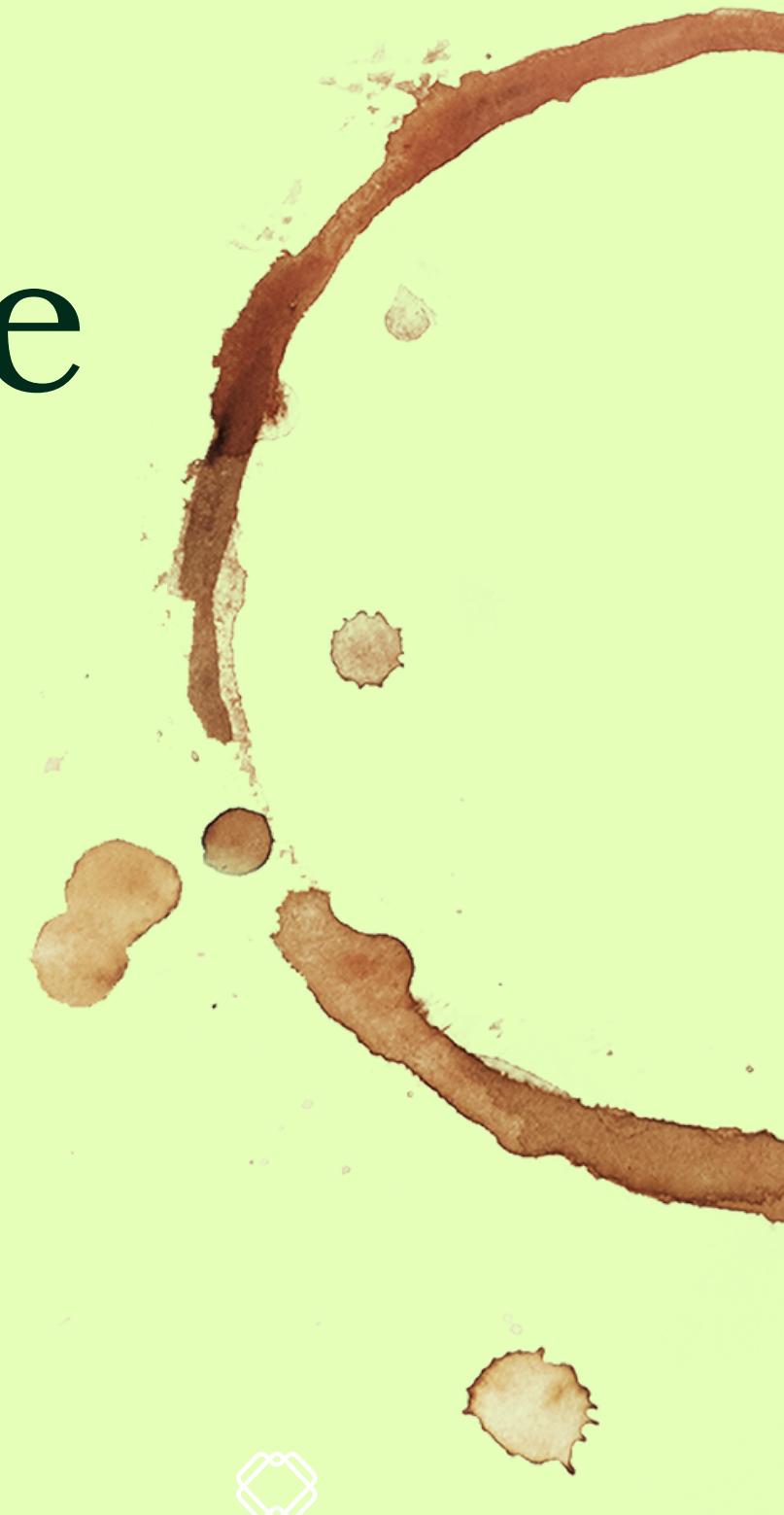
- The Barista's Box. (Blonde coffees to be sampled unadulterated).
- The Creator's Box. (Bolder coffees to be prepared with a selection of recipes).
- The Limited Box. (Light roast coffees and brand collaborations)

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

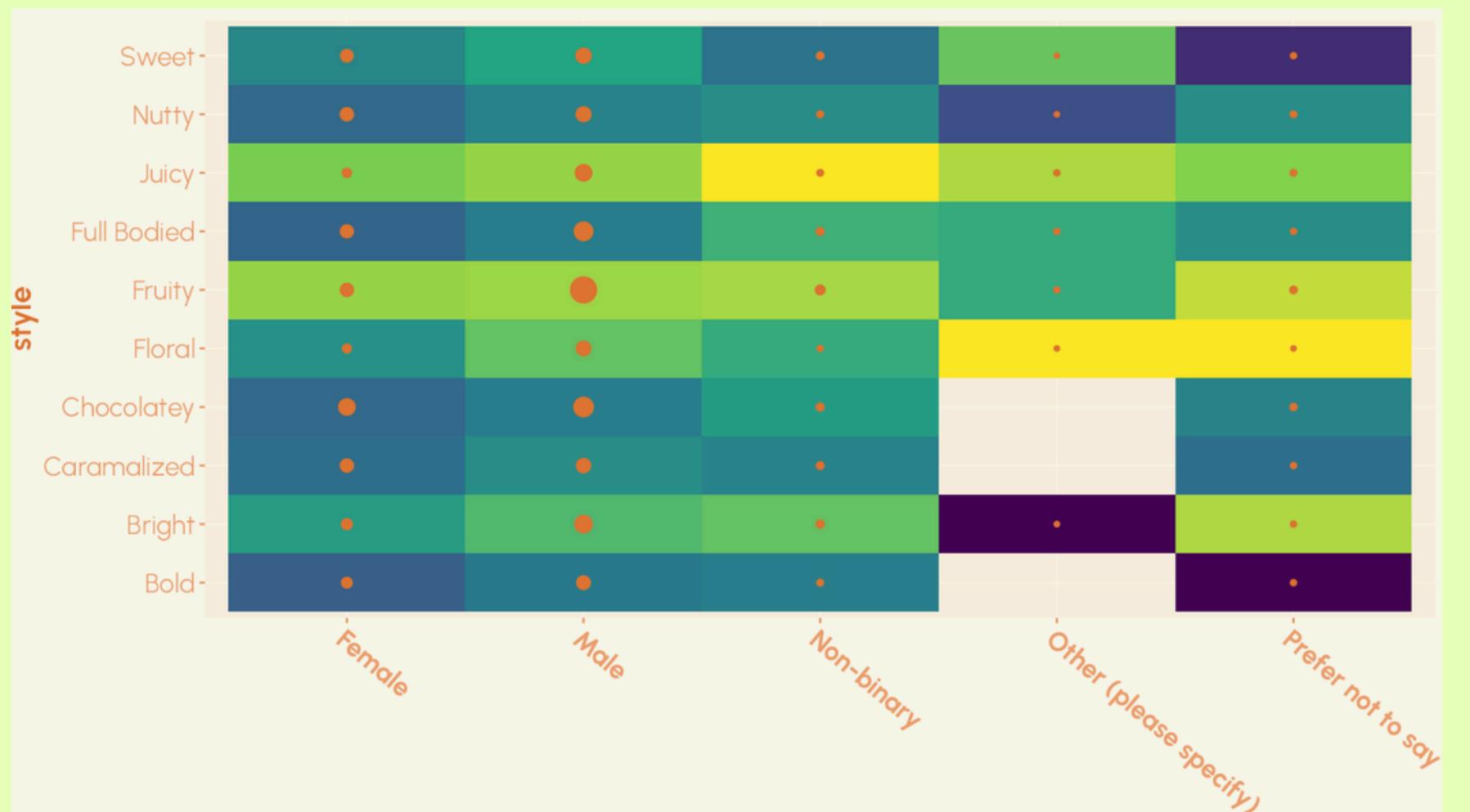


Use Segment Builder to create targeted ads that speak to populations and demonstrate value.

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



Ad for: A & D types coffee



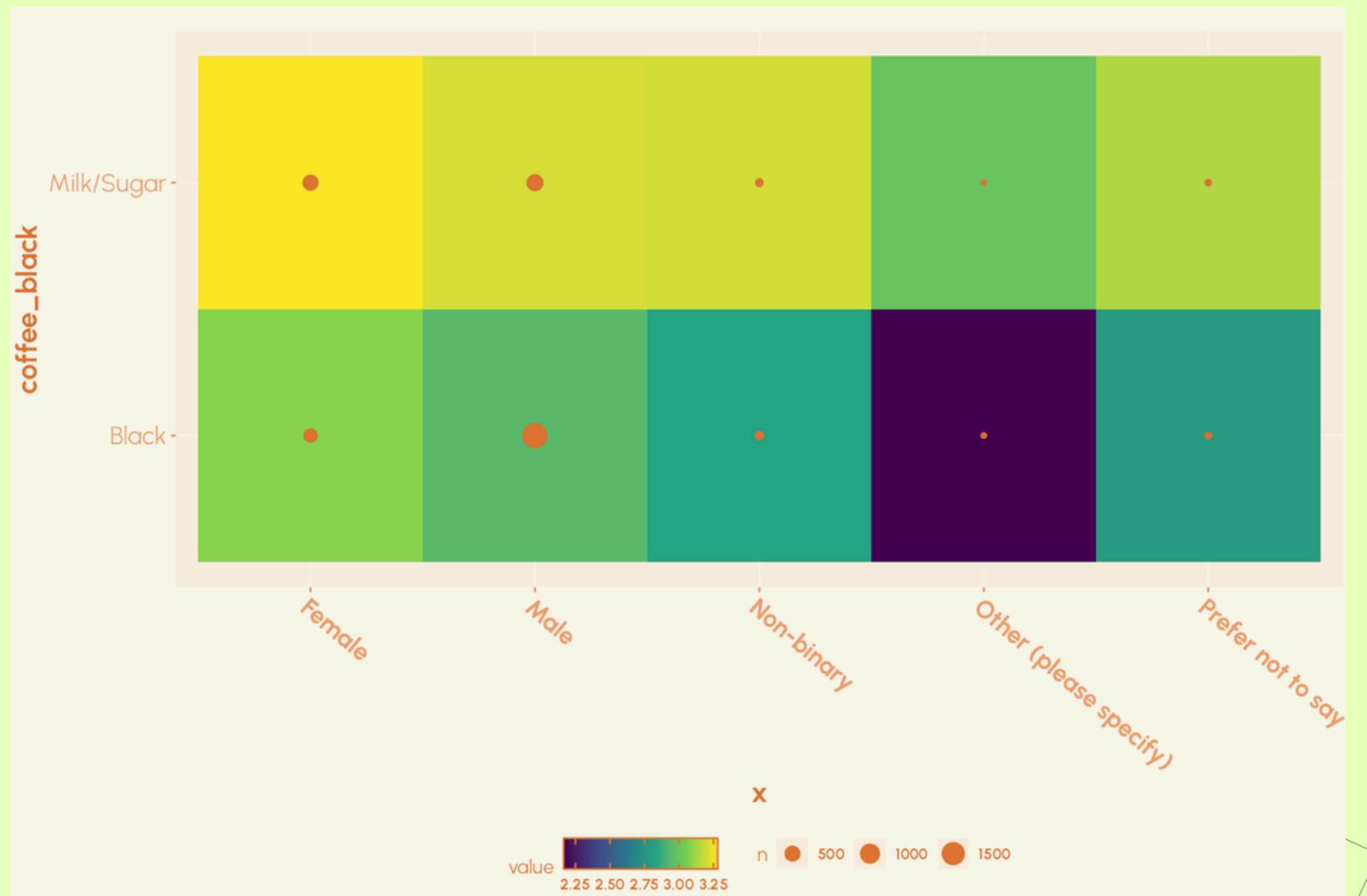
Gender: Male

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.

Summary

In order to capture the greatest market share, Cometeer should meet customers at their taste level, marketing to both these segments, using the segmentation tool to develop specific strategies.

Cometeer should prioritize marketing to 25-45 males as they are the largest segment with the most willingness to spend money on coffee. They prefer fruit-forward acidic coffees and are most likely to drink the coffee black.

Second to them are the 25-45 females, who share similar tastes, and also like to drink their coffee as coffee drinks, with the addition of milk or sugar. To stand up to coffee drinks, low-acid medium-bitter coffees are preferred.

Further Work

Future work and follow up tastings would help benchmark a quality and pricing, and surface and hesitations in converting. Questions could include:

[benchmark quality]

- On a scale of 1-5, how do you rate the coffee you currently brew in terms of personal preference?
- On a scale of 1-5, how do you rate the coffee you currently purchased coffee terms of personal preference?

[surface concerns]

- Would you order Cometeer coffee? If not, why? What would have to change for you to do so?
- If you would order, at what price would you feel comfortable purchasing this coffee?

Further Work

Utilize Logistic Regression to develop an online quiz that matches participants taste preferences to a coffee type.

- Host on website to help drive sales and gather more data.

Thank you for
tuning in!

