

THE PERFECT BREW: WHO TO SERVE, WHAT TO POUR, HOW TO PRICE IT



METHODOLOGY



The Great American Coffee Taste Taste

James Hoffmann partnered with Cometeer to ship 5000 coffee kits across the U.S. for a nationwide blind taste test. The kits contained four different coffees, pre-extracted and flash-frozen for a largely identical tasting experience.

- **Timeframe:** October 2023
- **Total Responses:** 4042
- **Response Rate:** ~80%
- **Topics:** Consumption habits, drink preferences, pricing expectations

Note: This survey was distributed via James Hoffmann's YouTube channel. Kits reportedly sold out within 2 hours of the video posting, meaning only highly engaged viewers likely responded. Results are likely skewed toward specialty coffee enthusiasts and should be re-evaluated if broader trends differ.

WHO TO SERVE



THE DAILY DRINKERS

Total N: 1343

1

Demographics

~**36** years old, on average

56% male

69% post-secondary education

62% employed

2

Habits & Routines

2.4 cups/day

~**\$9** max/cup

\$57/month on coffee

27% typically drink at cafés

43% satisfied with café value

43% drink for the ritual

3

Coffee Knowledge

5.5/10 coffee expertise (self-rated)

59% know their coffee's origin



THE CAFE CONNOISSEURS

Total N: 938

1

Demographics

~**33** years old, on average

80% male

95% post-secondary education

88% employed

2

Habits & Routines

2 cups/day

~**\$19** max/cup

\$58/month on coffee

39% typically drink at cafés

65% satisfied with café value

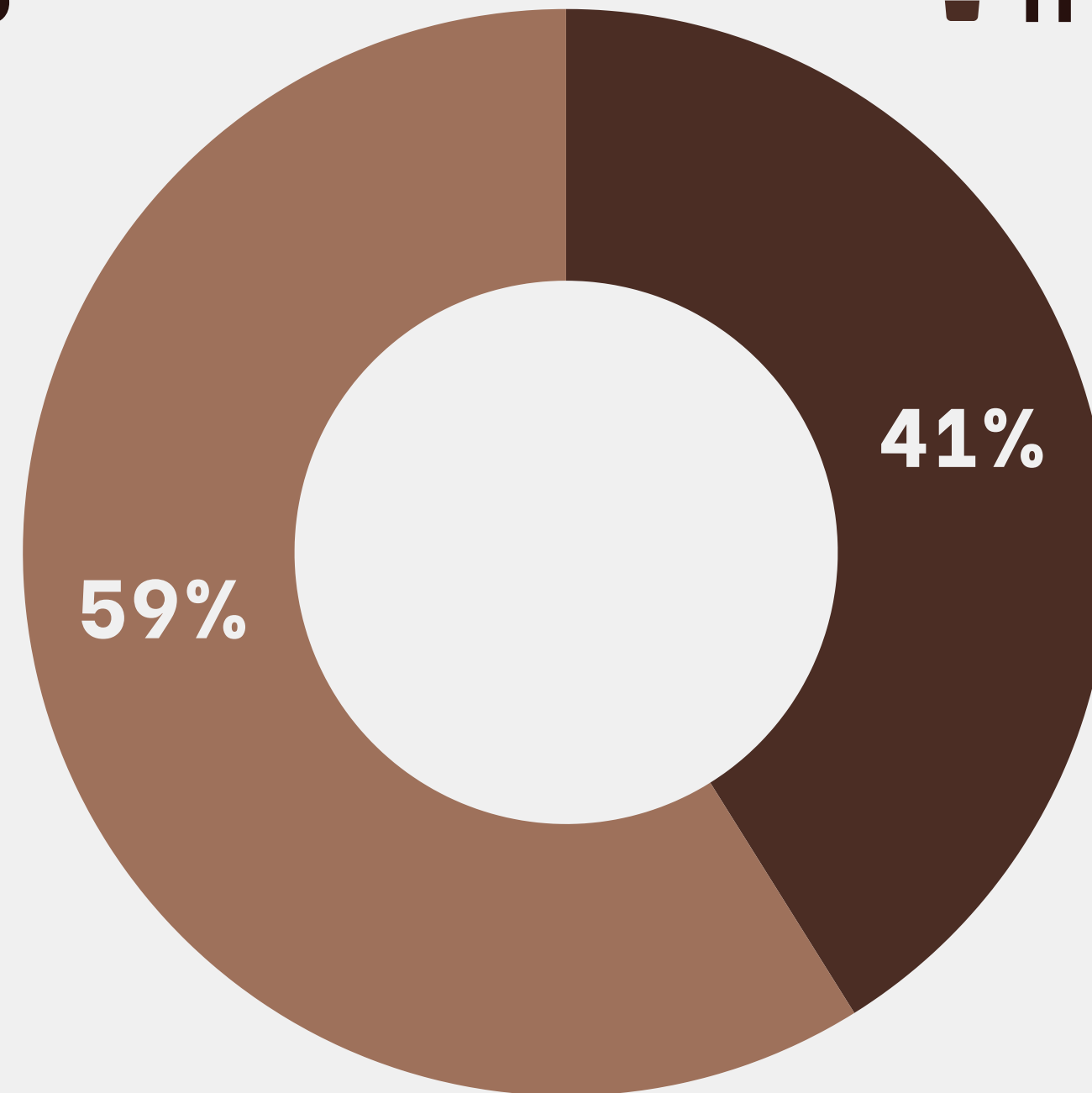
61% drink for the ritual

3

Coffee Knowledge

6.6/10 coffee expertise (self-rated)

91% know their coffee's origin



WHO TO SERVE: PROGRAMS



THE DAILY DRINKERS

Total N: 1343

Daily Drinkers are older, drink more cups per day, and are willing to spend a moderate amount per cup.

For this group - more routine in their consumption, but also more price-sensitive - loyalty punch cards, daily combo deals, and morning rush or bring-your-own-mug discounts can help build loyalty and encourage repeat purchases.

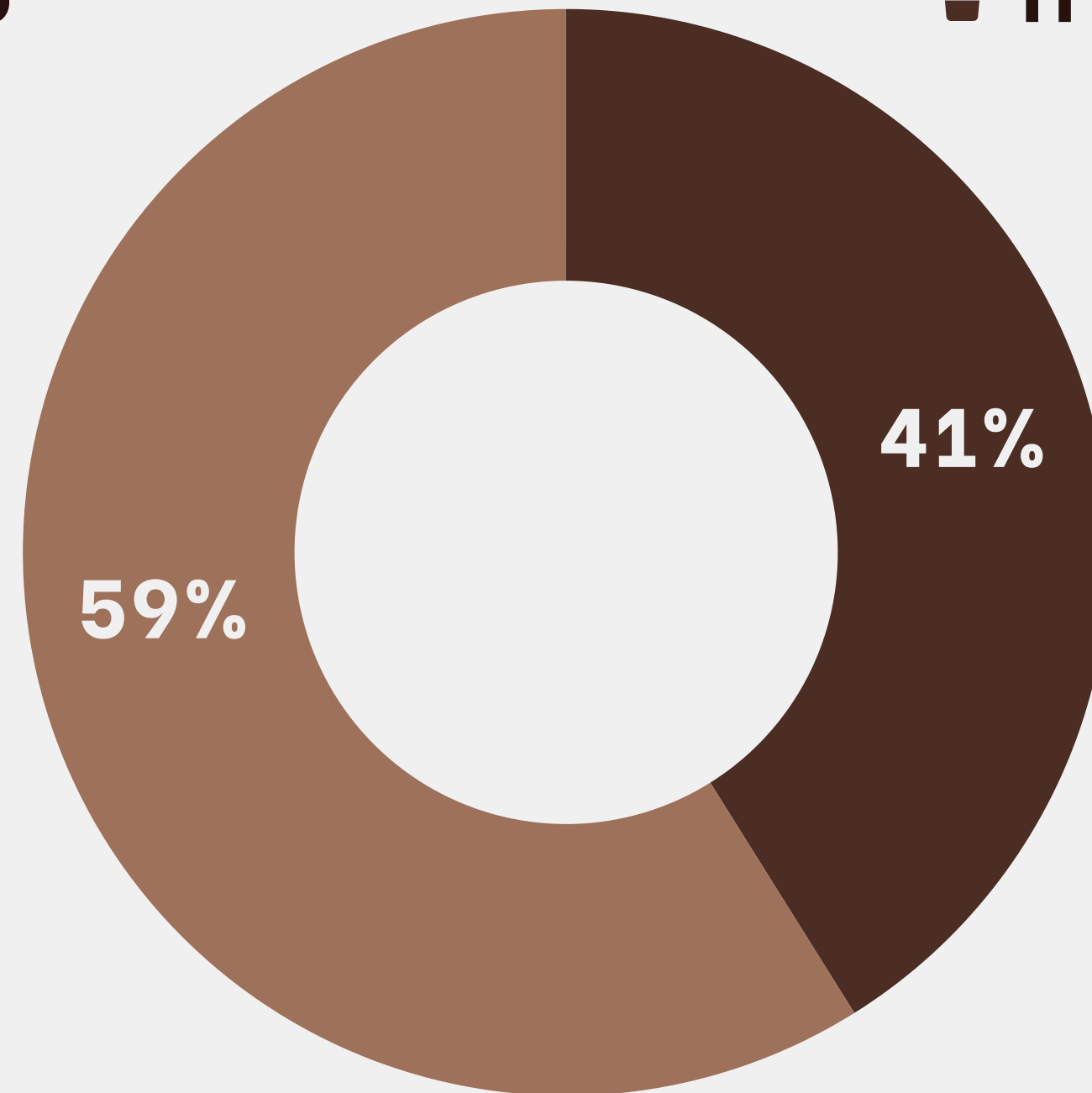


THE CAFE CONNOISSEURS

Total N: 938

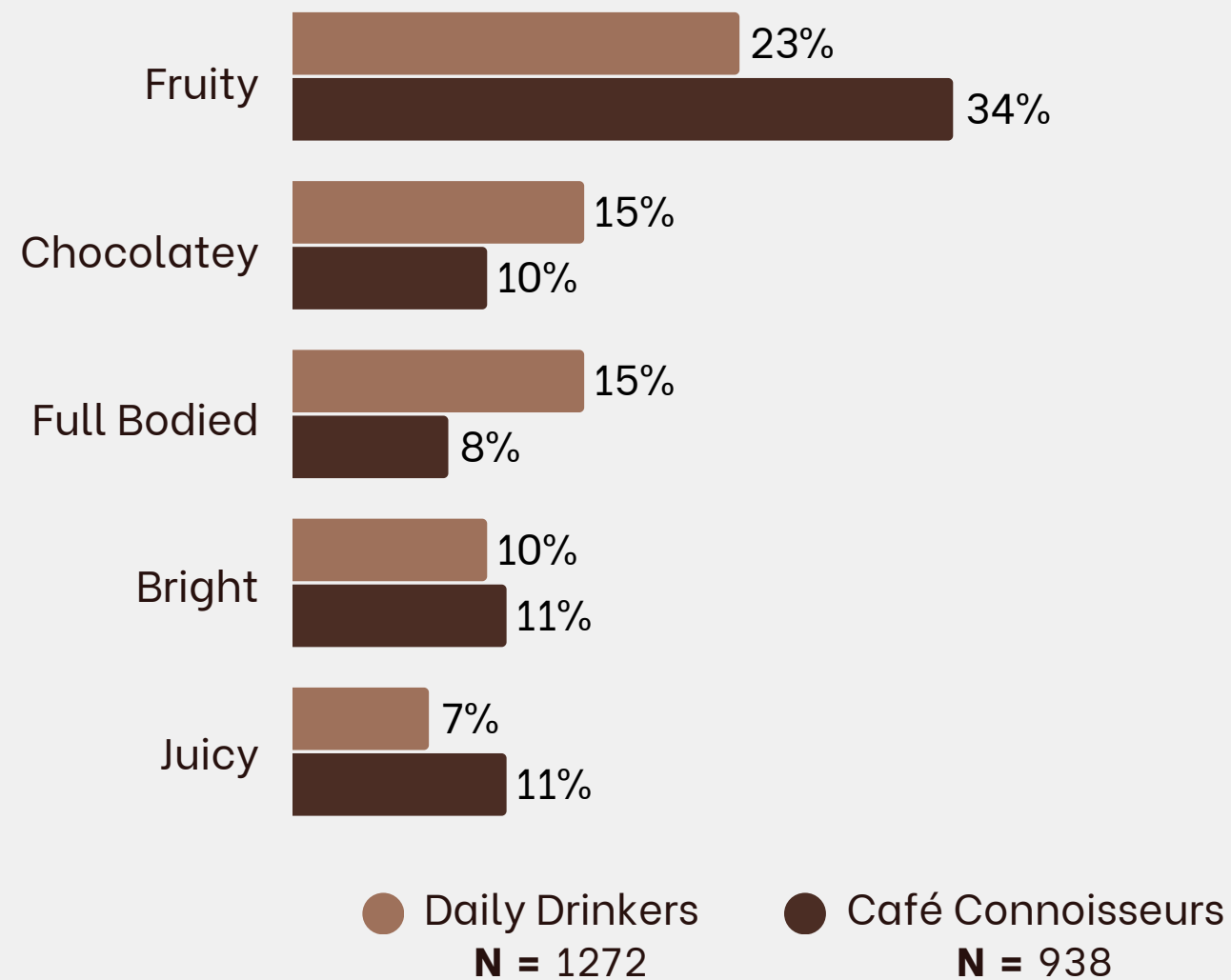
Café Connoisseurs rate themselves higher in coffee expertise, are willing to spend more per cup, and are more likely to drink at cafés (and feel satisfied with the value).

For this group - who seeks a more premium experience - limited seasonal releases, pairing menus, and members-only offerings can provide the exclusivity they value and deepen their engagement with the craft they love.

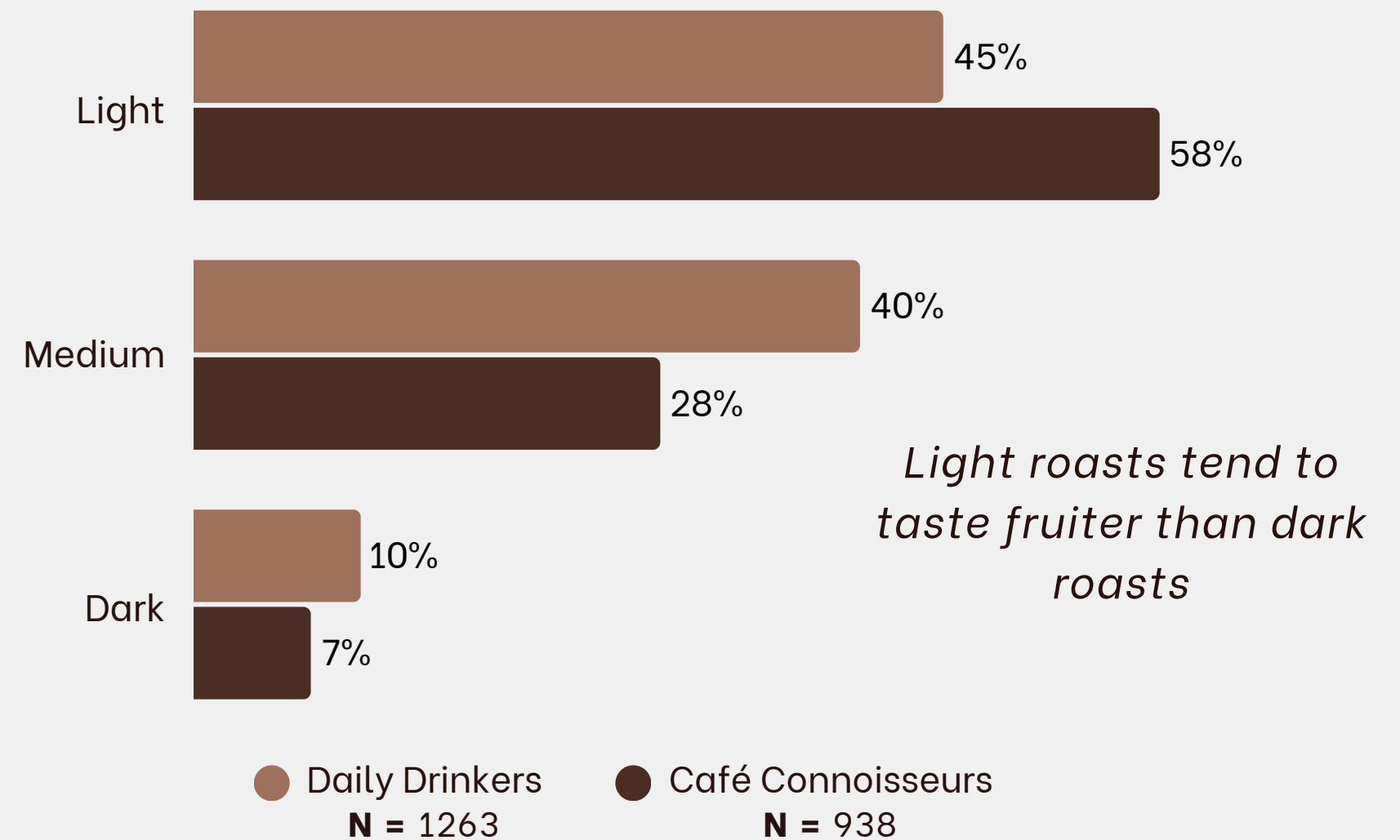


WHAT TO POUR: FRUITY & LIGHT

Before today's tasting, which of the following best described what kind of coffee you like?



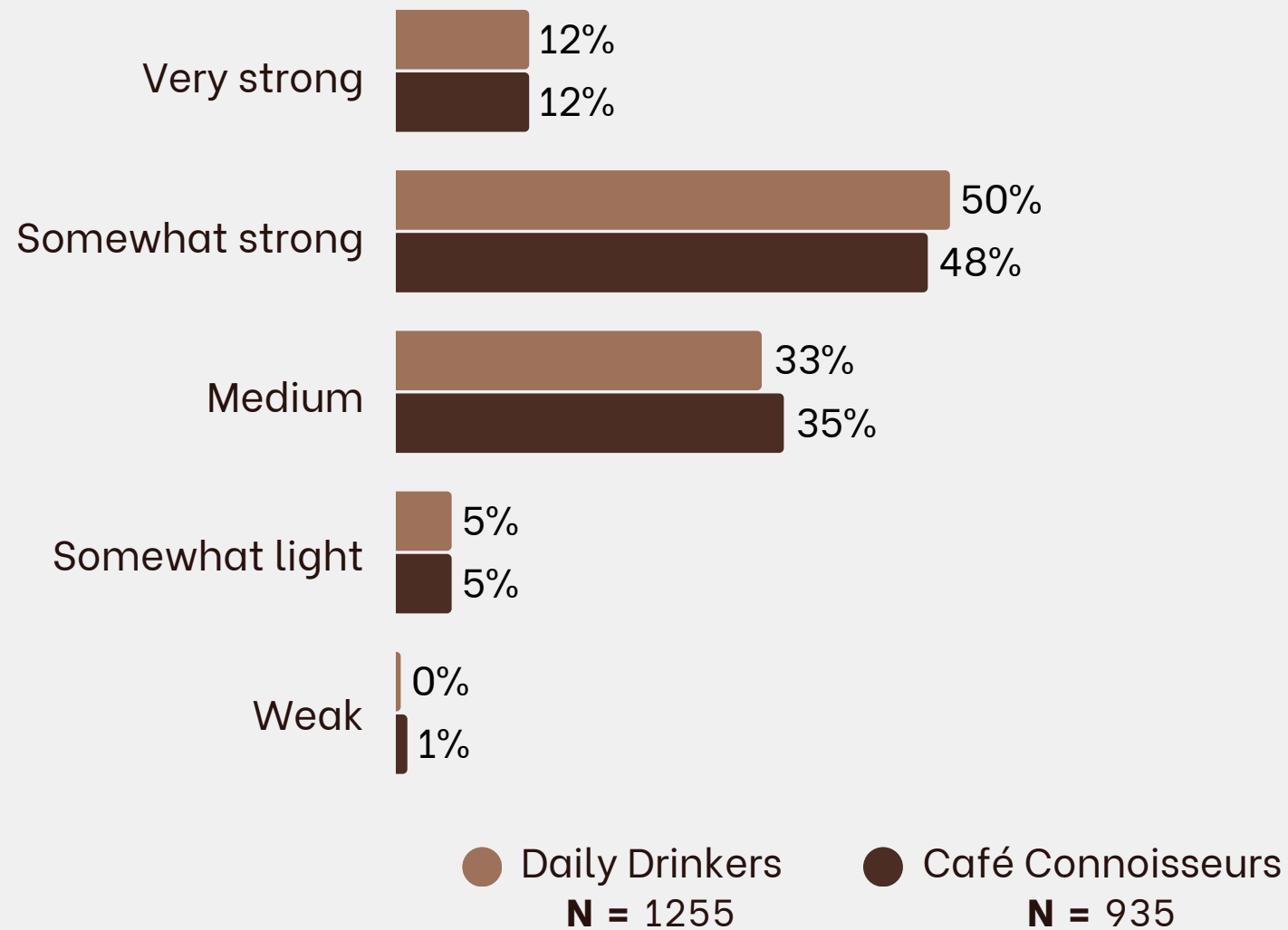
What roast level of coffee do you prefer?



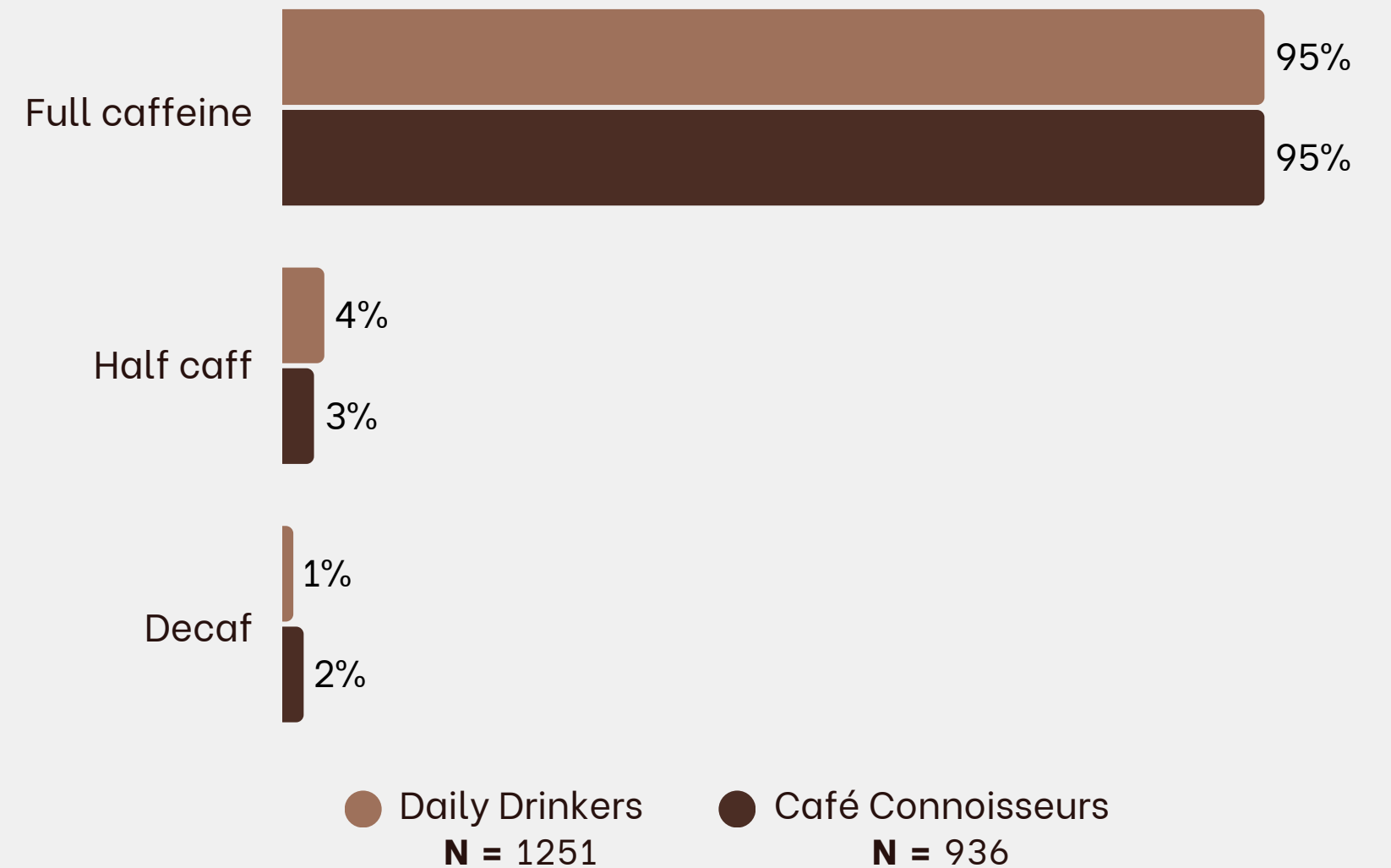
Both groups **favor light and fruity coffees**, with **Café Connoisseurs** showing a **stronger preference** for **bright, juicy** flavors and **light** roasts. **Daily Drinkers** lean more toward **chocolatey or full-bodied** profiles and are more evenly split between **light and medium** roasts.

WHAT TO POUR: STRONG & FULL

How strong do you like your coffee?



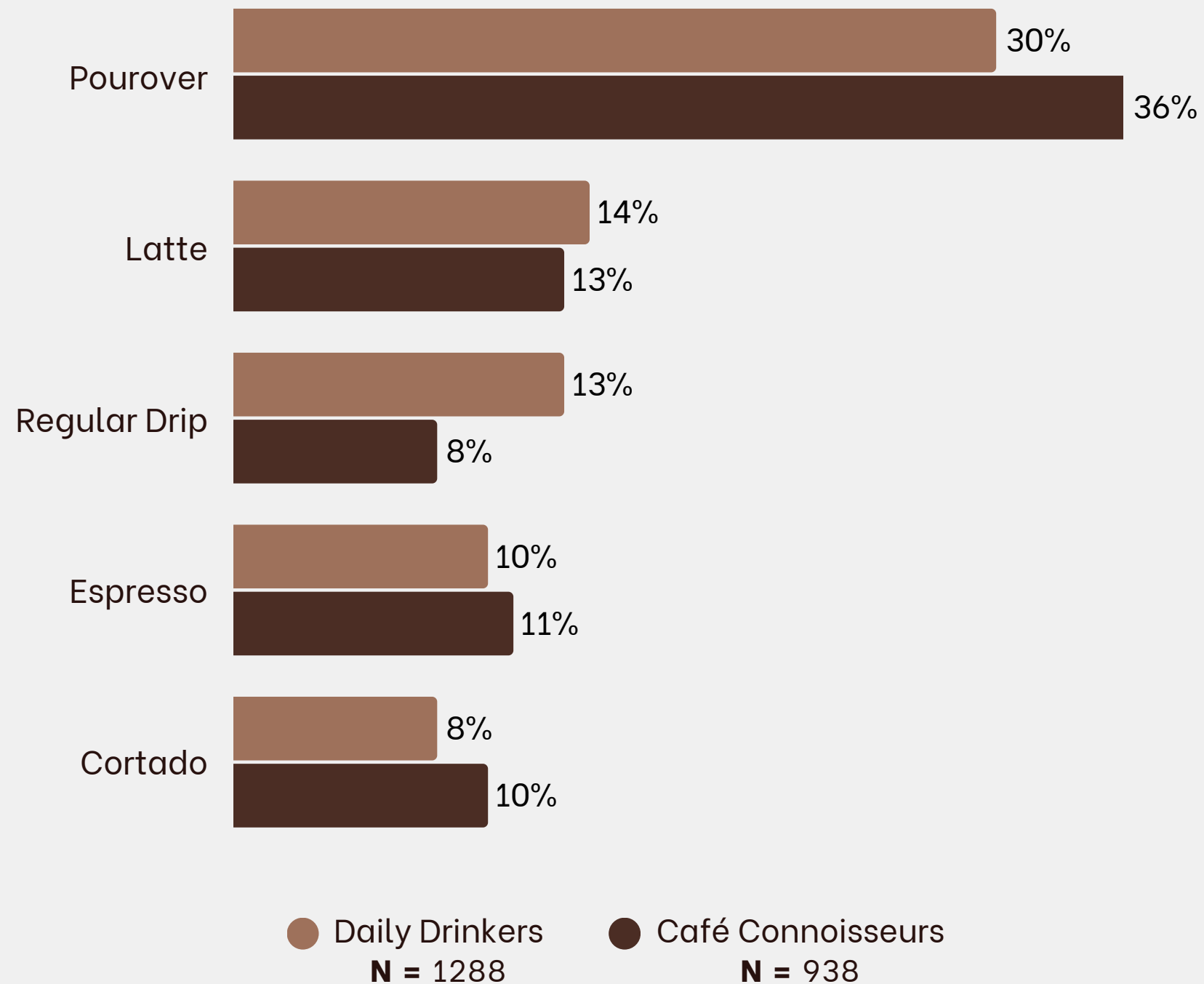
How much caffeine do you like in your coffee?



Both groups prefer **medium to somewhat strong** coffee, and **overwhelmingly agree** they like their coffee **fully caffeinated**.

WHAT TO POUR: COMFORT & CRAFT

What is your favorite coffee drink?

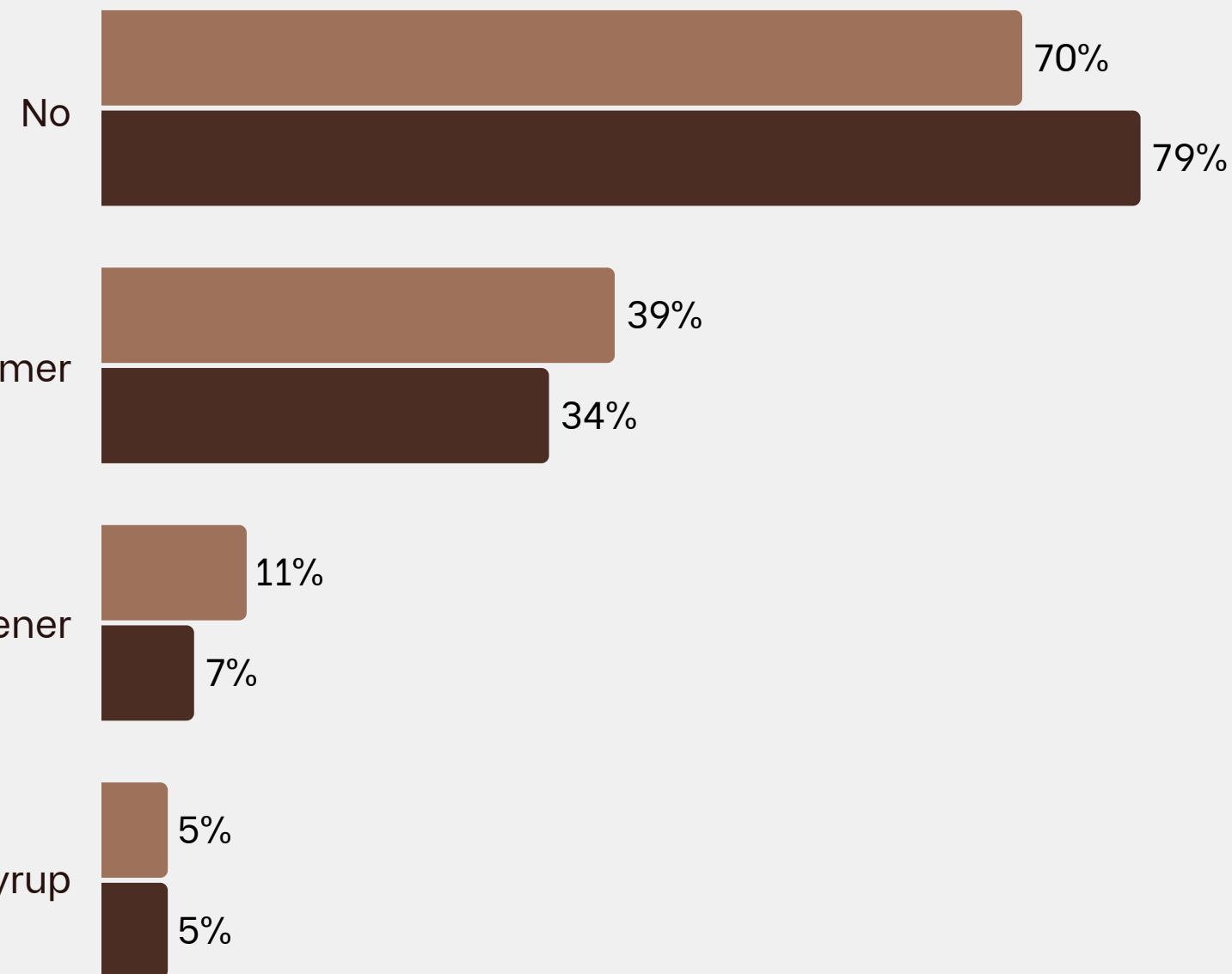


The top **favorite coffee drink** for both groups is **pourovers**, followed by **lattes**, though the groups differ slightly from there.

Daily Drinkers seem to prefer **regular drip** coffee **and espresso** while **Café Connoisseurs** are more likely to favor **espressos or cortados**.

WHAT TO POUR: BLACK & WHITE

Do you usually add anything to your coffee?



A **majority** of both groups say they usually **take their coffee black**, followed by a preference for adding milk, dairy alternatives, or coffee creamer.






The **top dairy add-ins** for both groups are **whole milk, oat milk, and half and half**.

HOW TO PRICE IT

	Daily Drinkers		Café Connoisseurs		Suggested Pricing
	Most paid for a cup N = 994	Most willing to pay for a cup N = 990	Most paid for a cup N = 937	Most willing to pay for a cup N = 936	
Pourover	\$8-\$10	\$8-\$10	\$10-\$15	More than \$20	\$6-\$8
Latte	\$8-\$10	\$8-\$10	\$10-\$15	More than \$20	\$8-\$10
Regular Drip	\$6-\$8	\$8-\$10	\$10-\$15	More than \$20	\$4-\$6
Espresso	\$8-\$10	\$8-\$10	\$10-\$15	More than \$20	\$4-\$6
Cortado	\$6-\$8	\$8-\$10	\$10-\$15	More than \$20	\$6-\$8

The data shows the **most** customers are willing to pay, so pricing should aim for **one tier lower** than their max to **encourage repeat purchases**. Prices should **account for the time and resources** that go into making the drink, but also **prioritize** accessibility for **Daily Drinkers** given that they are **more price sensitive**.

FULL MENU REVIEW

DRINKS		STRENGTHS		ROASTS	
	Pour over.....\$6-\$8	Medium		Light	
	Latte.....\$8-\$10	Strong		Medium	
	Regular drip coffee.....\$4-\$6	<h3>BEAN TYPES</h3> <div><div>Fruity Coffee Beans</div><div>Chocolatey Coffee Beans</div><div>Full Bodied Coffee Beans</div><div>Bright Coffee Beans</div><div>Juicy Coffee Beans</div></div>			
	Espresso.....\$4-\$6				
	Cortado.....\$6-\$8				
ADD-INS					
Whole Milk					
Oat Milk					
Half & Half					
<p>Programs: Loyalty punch cards, daily combo deals, morning rush and/or bring-your-own-mug discounts, limited seasonal releases, pairing menus, members-only offerings.</p>					

With **offerings and pricing tailored** to meet the preferences of both Daily Drinkers and Café Connoisseurs, this menu is **built to balance effort, value, and appeal** for both target audiences.