

# PASTRY & COFFEE INSIGHTS, our secret to unlock value in sweet bakery



55%

combine pastry purchases with a hot drink

62%

of Americans aged 18+ drank a coffee yesterday



Great taste, treat, makes me feel good and give myself a break are drivers for out-of-home coffee consumption



90%

of pastries are consumed immediately or shortly after purchase

## Pastry purchase follows 'breakfast all day'

8% early morning

30% mid to late morning

23% early afternoon

20% mid to late afternoon

16% early evening

3% mid evening



59%

of the coffee cups consumed are gourmet



3,2

Cups per day among day coffee drinkers



Reasons for drinking more coffee are the same as for pastry: to give myself a treat, it makes me feel good, convenient and to give myself a break, me time

... making the everyday that little bit more memorable