

2011 STUDY OF THE INTERNATIONAL MARKET FOR HOT COFFEE & TEA

Many countries have strong cultural attachments to either coffee or tea, yet those ties are being tested by the global economy and by the growing availability of coffee and tea products. MULTI-SPONSOR SURVEYS INTERNATIONAL, LLC conducted the **2011 Study of the International Market for Hot Coffee & Tea** to examine consumption habits and preferences across four countries – UNITED KINGDOM, RUSSIA, CHINA AND JAPAN – with an emphasis on understanding beverage loyalty and willingness to experiment with new varieties and brands. Findings reported include:

Among all adult consumers:

- Overall preference for coffee vs. tea and generational differences where relevant
- Reasons for choice
- Image and perceptions of coffee and tea
- Interest in trying different varieties and types of hot coffee/hot tea among infrequent drinkers
- Change in coffee and tea consumption

Among regular hot coffee or hot tea drinkers:

- Types/varieties consumed
- Locations and occasions of use
- Ratio of at-home vs. away-from-home consumption
- Brand awareness and use
- Considerations important when selecting brand – organic, country of origin, packaging, costs, etc.

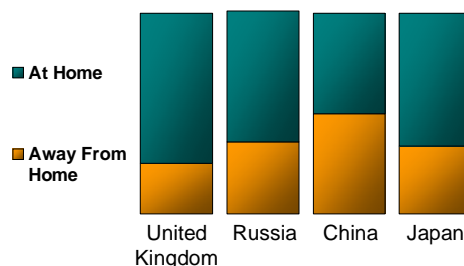
Available for immediate electronic delivery in PowerPoint format, the report may be purchased in its entirety, or purchased separately by country and/or coffee or tea.

REPORT EXCERPT:

“An above average share of the coffee and tea drunk in China is consumed away from home vs. at home and between meals vs. at meals”

Share of Cups of Hot COFFEE Consumed At Home/Away From Home

(Among total adults)



\$16,000. per country for coffee and tea **\$12,000. per country for coffee or tea**
15% discount for all four countries **10% discount for 2-3 countries**

(subject to New Jersey or New York sales tax where applicable)

See the attached **REPORT INTRODUCTION** for additional detail including **Table of Contents, sample sizes and survey methodology, deliverables, etc.**

TO SUBSCRIBE, or for ADDITIONAL INFORMATION, PLEASE CONTACT

KAREN BUNDY

VP of Food, Beverage & Nutrition Marketing

Karen.Bundy@multisponsor.com

Report issued: March 2012
Report No. 11504