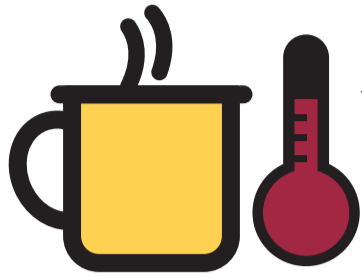


# Temperature

Aroma + Freshness =



195°F

According to the National Coffee Association, the ideal temperature for hot brewed coffee is **195-205°F**<sup>1</sup>

Many of the

**800**

compounds found in coffee are tied to scent.<sup>2</sup>

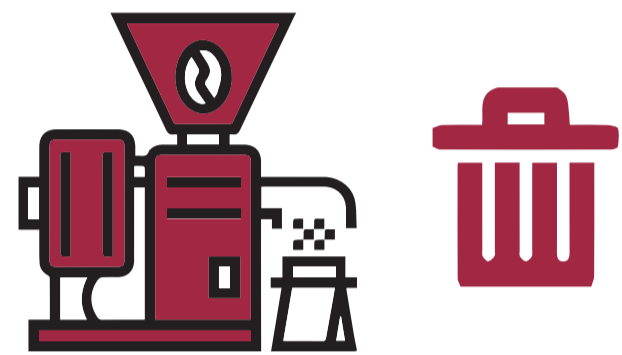


Brewed coffee is only fresh for **20 minutes**.

## Bad Coffee, Bad Attitude, Bad Sales

### 60% OF OPERATORS

let their coffee sit for nearly double the freshness limit.



Even without meeting consumer demands, operators **WASTE 24%** of all roast and ground coffee.



**70%** of consumers say disappointing coffee negatively impacted their attitudes or behavior toward the offending restaurant.<sup>3</sup>

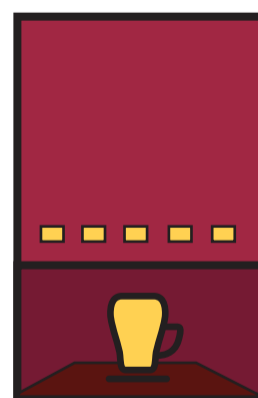
### IT TAKES 12 POSITIVE EXPERIENCES



to make up for one unresolved negative experience<sup>4</sup>

## Less Waste, Better Taste

On demand dispensed coffee meets consumer demands without wastage.



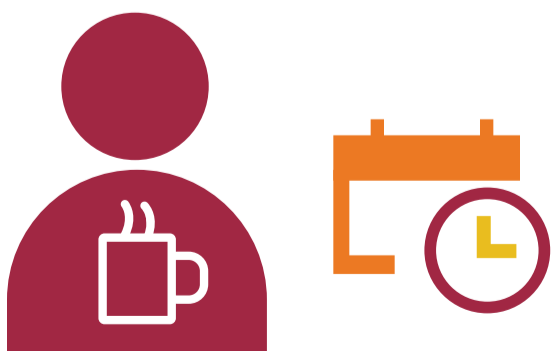
- EASY TO USE
- FRESHLY MADE EVERY TIME
- SAVES MONEY- NO WASTED COFFEE

Operators can now take advantage of the booming coffee industry!

**\$48 BILLION MARKET**<sup>5</sup>



**50%** drink espresso, cappuccino, latte, or iced coffees<sup>6</sup>



**54%** of Americans drink coffee every day<sup>7</sup>



Consumers spend an average of **\$21.32 USD** on coffee per week<sup>8</sup>

Learn more about reducing coffee wastage and increasing your bottom-line.

<sup>1</sup>http://www.ncausa.org/About-Coffee/How-to-Brew-Coffee <sup>2</sup>http://www.caffeineinformer.com/just-smell-the-coffee <sup>3</sup>Datassential BUZZ Coffee & Tea Tracker Q1 2014 <sup>4</sup>50 Facts About Customer Experience (Article) http://returnonbehavior.com/2010/10/50-facts-about-customer-experience-for-2011/ <sup>5</sup>Waking Up Coffee Menus (Article) http://nm.com/beverage-trends/waking-coffee-menus <sup>6</sup>http://www.e-importz.com/coffee-statistics.php <sup>7</sup>http://www.hsph.harvard.edu/news/multimedia-article/facts/ <sup>8</sup>http://www.statista.com/topics/1248/coffee-market/