

WE'RE SPILLING THE BEANS: DECAF IS PERKING UP COFFEE SALES!



AMAZING COFFEE, WITHOUT CAFFEINE

Last year specialty decaf sales **increased by 3.7%**.

In cafés they grew **5.16%**

(while regular coffee growth was flat).



CAFFEINE-CONSCIOUS CONSUMERS

62% of coffee drinkers believe it's important to **limit caffeine intake.**



"KIDS THESE DAYS" DRINK DECAF

18-24 YEAR-OLDS drink more decaf than any other age group at **15%**.



ANOTHER REFILL—WITHOUT THE REV

Woah, Joe! People who drink decaf are almost **twice** as likely to drink **3 OR MORE CUPS** per day than people who only drink regular coffee.



QUALITY DECAF IS WORTH EVERY PENNY

61% of decaf drinkers **seek better quality, great-tasting coffee**

(and are willing to pay more for it).



THE SWISS WATER DECAF WAY

76% of decaf drinkers say they're more **likely to buy** a particular brand of coffee if it has the **Swiss Water** logo on its packaging.



Questions? Email us at: info@swisswater.com

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Sources:

NCA 2018 Coffee Drinking Trends Report

Studylogic Panel Data comparing coffee consumption from 2016-2017

Studylogic custom data on behalf of Swiss Water, July 2017

IPSOS brand research, Feb 2016