

THE CULTURAL CONTEXT OF

COFFEE SHOPS

Coffee shops are blurring the lines between channels through their menu and service offerings.



Source: Dining Out 2016 report, The Hartman Group



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CULTURAL CONTEXT

Once a mostly functional beverage without much distinction, coffee is now consumed by American aficionados who see coffee shops as a gathering space where meetings take place, friends and families relax with one another and individual work happens. With wider service to people and occasions, coffee shops have expanded into food service areas previously not within their domain.

CONSUMER PERSPECTIVE

“ I usually don’t sit down at restaurants by myself. But I will grab something to eat at Starbucks or Tully’s (local coffee shop) and sit down and get a breakfast sandwich. ”

Male (53)

“ At Café Cesura (local coffee shop) they don’t offer as much food, but their food tends to be presented as being higher quality, like it is coming from an exclusive bakery. And Dilettante (local mocha cafe) is more similar to Panera, because they do hot foods. ”

Female (52)

MOST RECENT CHANNEL VISIT DASHBOARD



When

Breakfast

32%

AM snack/beverage

31%

PM snack/beverage

23%



Where

Take-out/To go

69%

Dine in

30%



Order

Inside

65%

Drive through

29%



Who With

Alone

51%

Spouse/significant other

22%

Friends

16%

Children

11%