

A common question morning guests may hear from waiters at your establishment, but are you sure that your coffee offering is up to par? This past year, there has been a substantial increase in the amount of coffee drinkers and the age of the coffee consumer is expanding. The younger coffee connoisseur has returned and with a sense of loyalty, this holds the opportunity for growth in the future. With the coffee industry on the rebound, make sure your establishment is capitalizing on the trend.

According to National Coffee Drinking Trends (NCDT) data, in 2011 **40%** of 18-24 year-old consumers said they drink coffee daily. This is up 9% from 2010 as the numbers have returned back to 2009 data. Furthermore, **54%** of consumers between the ages of 25 and 39 admitted to drinking coffee daily, up from both 2010 and 2009 data. Consumers are feeling more financially stable and are returning to their old coffee habits, with gourmet blends being the most popular ([CSDesicions.com](http://CSDesicions.com)).



The competition in the coffee business can be intimidating. From quick service restaurants to baristas and convenience stores, the places consumers can get their caffeine fix are endless. However, the biggest competitive threat may be that in 2010, **85%** of Americans brewed their own coffee in the comfort of their homes ([Daily Finance](http://Daily Finance)). What are consumers looking for when purchasing a cup of coffee? For many, it is variety, quality, and convenience.

Since coffee has become part of a morning ritual for many Americans, hotels and restaurants are finding ways to satisfy their guests' coffee urges. Coffee shops have started appearing in many hotels across the nation as a way to offer variety from the coffee that is often times offered in the room and convenience. In addition, some hotels have worked to improve the in-room coffee experience. [Sheraton New York Hotel and Towers](http://Sheraton New York Hotel and Towers) has added one-cup coffee brewers to guest rooms with complimentary coffee. The one-cup brewers are more convenient for guests and cut back on cleaning for hotel staff as the pot is eliminated. With in-room mini bars and coffee, the hotel believes they are offering guests a full service. In addition to satisfying guests, adding one-cup brewers at your hotel could eliminate costs due to cleaning and pot breakage.

As many may think of coffee as the drink of choice with breakfast or in the morning, restaurants are seeing an increase in coffee purchases in the afternoon. However, the coffee isn't warm, but served over ice. Iced, frozen, and even slushie coffee drinks have been added to many restaurant and coffee shop menus. In the past five years, there has been a **20% gain** in the iced coffee business ([Food Channel](http://Food Channel)). Advances made in brewing technology have helped to enhance flavors while delighting customers. As the iced coffee may be more popular during the warmer months, it is still evident that it has become a common beverage choice year round.



While it is clear that more coffee drinkers are appearing, make sure you are evaluating your beverage menu. Customers are willing to pay the price for specialty coffee drinks that are convenient or that they are unable to produce at home. Consider adding iced coffee to your menu along with seasonal coffee flavors.

Once your restaurant or hotel has perfected your beverage menu to include a variety of gourmet coffee drinks, take your coffee service to the next level with presentation. Add a touch of elegance to the atmosphere with a stylish [Beverage Service Cart](#). The cart is ideal for serving coffee at the location you need it. The cart's elegance will invite guests to try a cup of coffee and when service is finished, it will add a signature piece of furniture to the room.

With the growing coffee industry and expansive consume base, make sure your establishment is staying on-trend. Offer your guests a tasteful variety served with convenience to increase your coffee sales.

*As the coffee business thrives, what is your restaurant or hotel doing to satisfy taste buds and boost beverage sales?*

