



# COFFEE

# FACTS & FIGURES



## Iced Coffee Freezes Out Winter Competition

(NAPSA)—Many people think of iced coffee as a treat on a hot summer day. However, an emerging trend shows consumers are purchasing iced coffee during the “off-seasons” of fall, winter and spring.

According to NPD CREST data, Americans drank more than 450 million servings of iced coffee in restaurants in 2006, a 16 percent increase from 2005. This number is growing steadily because consumers increasingly view iced coffee as a refreshing “pick-me-up” year-round.

One leading coffee and bakery retailer, Canton, Massachusetts-based Dunkin’ Donuts, has seen a sizable boost in off-season sales of iced coffee—in New England, iced coffee sales increased 28 percent in January 2006, the coldest month of the year.

Consumer studies have shown that people relate iced coffee to a time of day rather than a specific season, so coffee retailers and quick-service restaurant groups are now focusing on marketing iced coffee to specific times of day, or “dayparts,” as opposed to summer campaigns. According to Robert Rodriguez, brand president of Dunkin’ Donuts, 24 percent of consumers purchase iced coffee as an “early break” (10:30 a.m.-noon), while 11 percent of consumers purchase iced coffee as an “afternoon reward” (after 1 p.m.).

“There is an inherent difference in the way people view iced



**Iced coffee is increasingly seen as a year-round pick-me-up, rather than just a summer cooler.**

coffee versus hot coffee,” explains Rodriguez. “Our research team has found that consumers view iced coffee as a beverage that is refreshing and delicious, and people are looking for that refresher throughout the year, not just summer months.”

Dunkin’ Donuts is the leading retailer in the iced coffee category and has been at the forefront in developing an innovative process for brewing iced coffee, which has set the standard for the industry. This unique process, called double brewing, uses twice the amount of coffee when making the beverage to achieve a result in which flavor and fresh-

ness are never compromised at the expense of serving it cold.

Experts forecast the iced coffee category will continue to stay “hot” even during those cold winter months, as consumers look to the refreshing beverage to provide a daily boost of energy continuously throughout the day.

### **Brewing iced coffee**

- To brew a full-flavored pot of iced coffee, double the amount of coffee grinds you would normally brew for hot coffee. Measure 4 level tablespoons for every 6 ounces of cold spring or filtered water you plan to brew.

- After the coffee is done brewing, remove from burner and let cool.

- Pour the coffee into a temperature-safe container, and add ice until the mixture cools and doubles in volume. (Melting ice dilutes the coffee, which is why iced coffee is brewed using twice the amount of grinds as hot coffee.)

- To keep iced coffee cold and fresh, store it in an airtight container in the refrigerator. Iced coffee should be consumed within eight hours after brewing.

- Drink as is or add milk, cream or sugar to sweeten and lighten to taste.

- To keep the remaining, unbrewed coffee beans or grinds fresh, store in an airtight container in a cool, dry place. Do not store in a refrigerator, as grinds and beans absorb moisture and aromas around them.