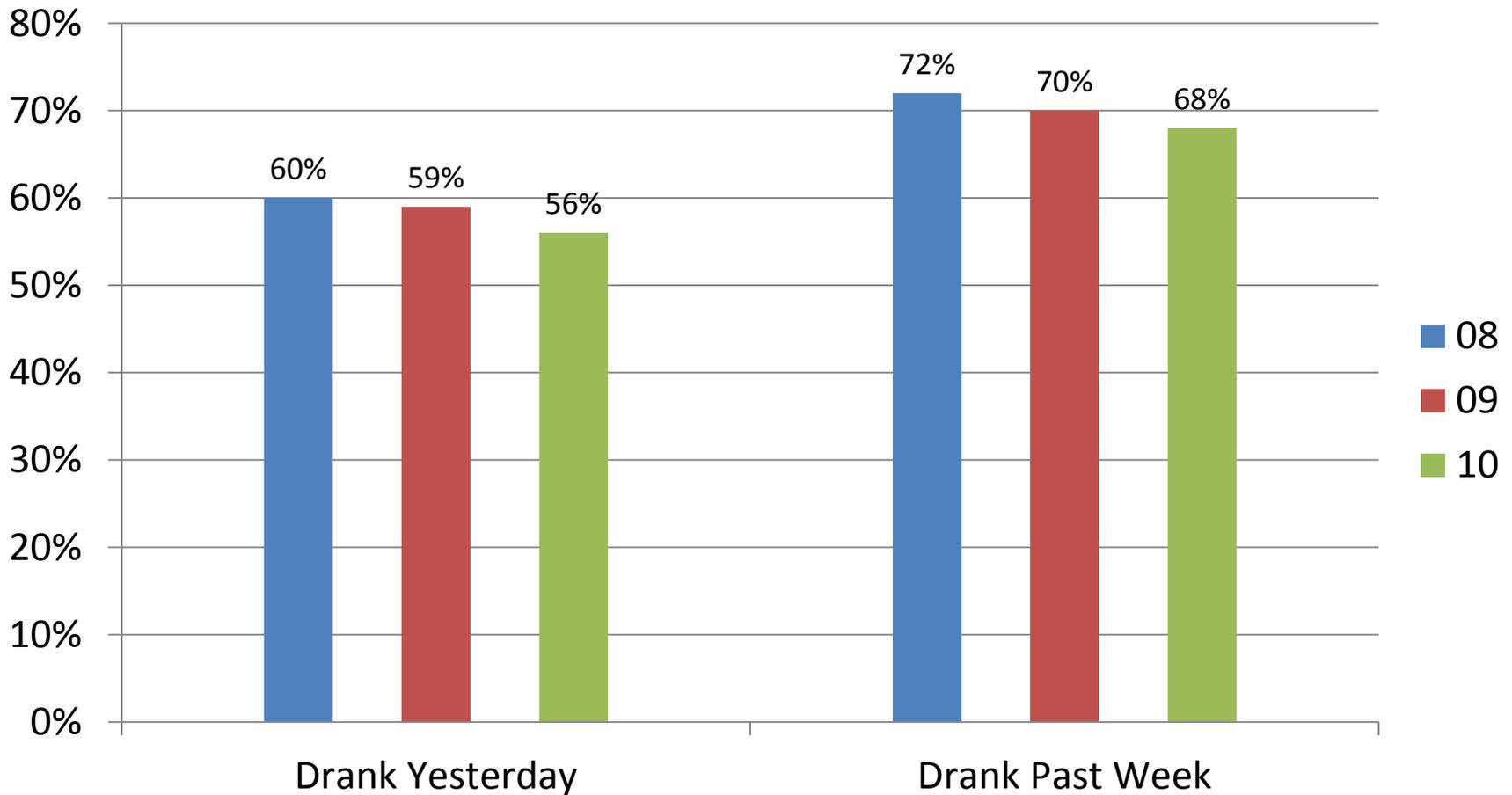




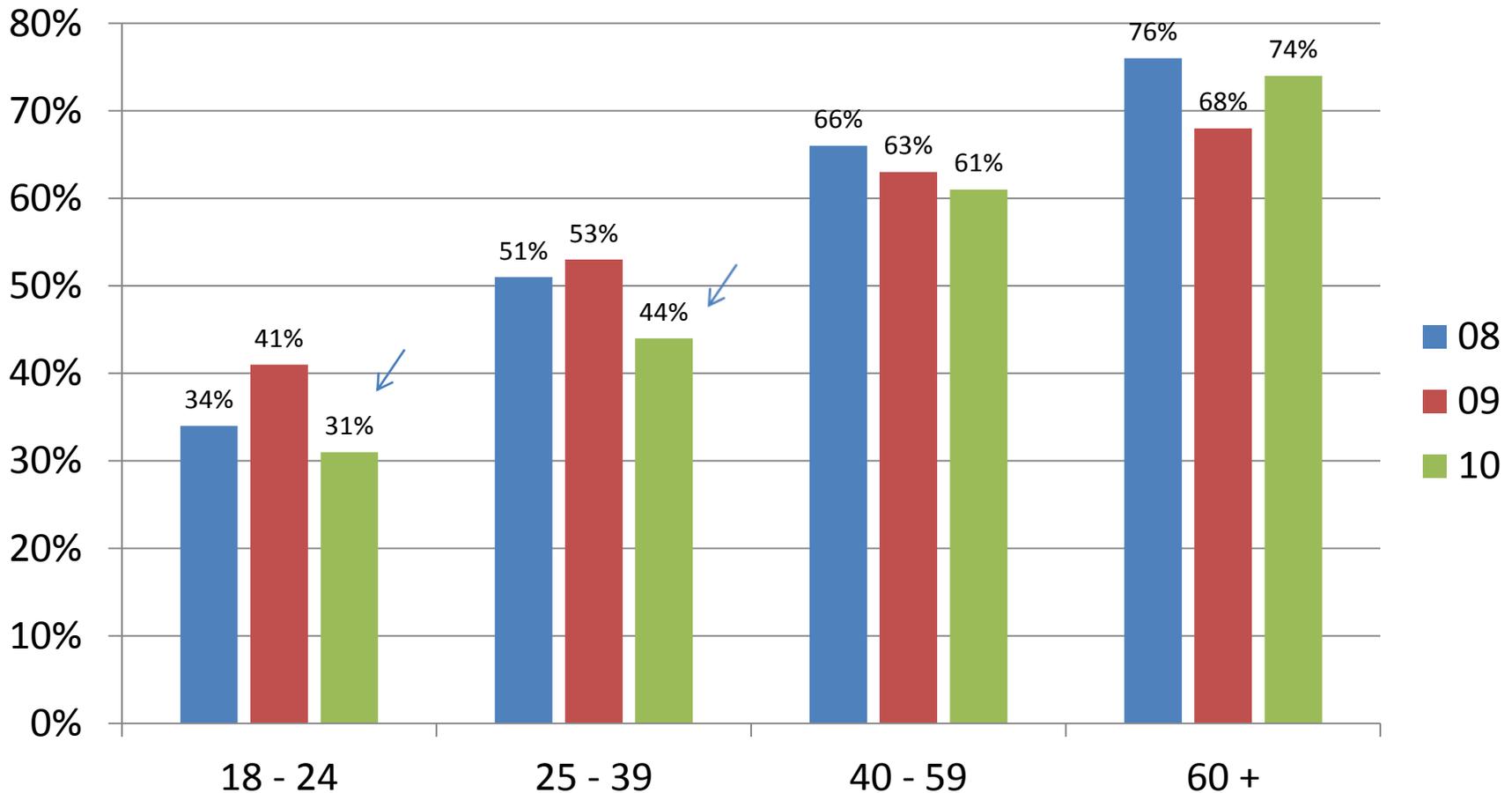
U.S. Consumer Trends 2010 NCDT

Robert F. Nelson
President & CEO
National Coffee Association
Sintercafe 2010

Total Coffee Consumption

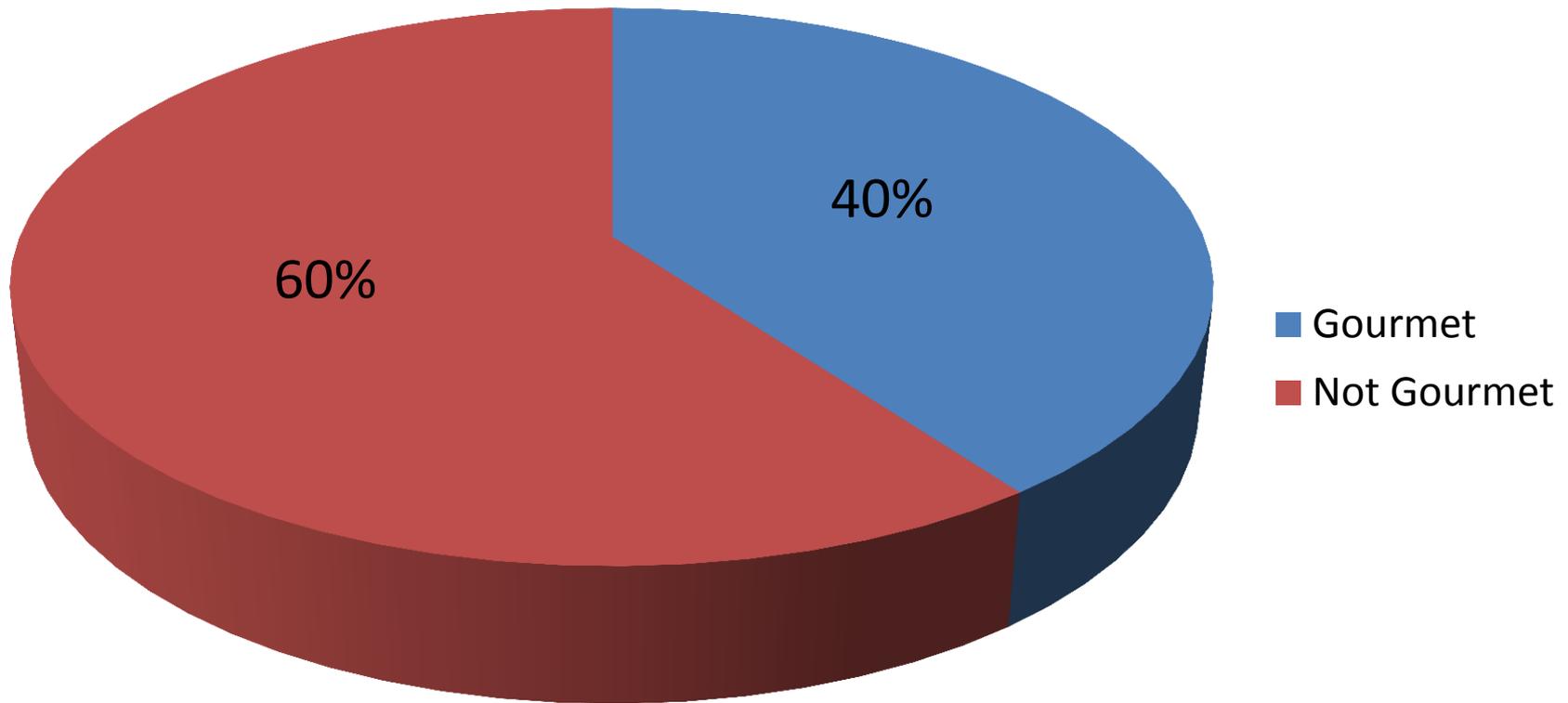


Percent Drinking Total Coffee Past Day By Age

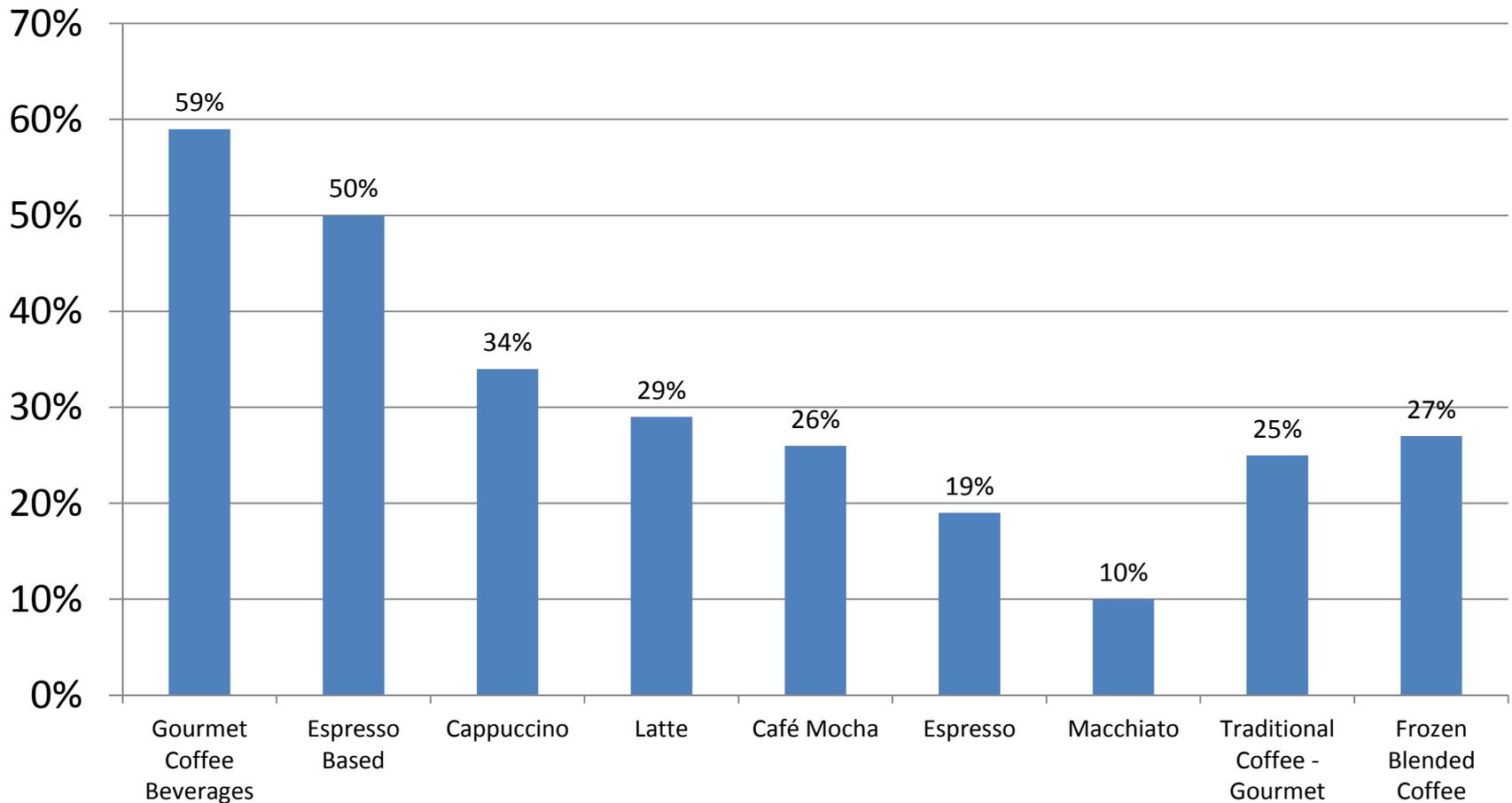


Share of Cups of Total Coffee – Gourmet vs. Non-Gourmet

% Share of Cups

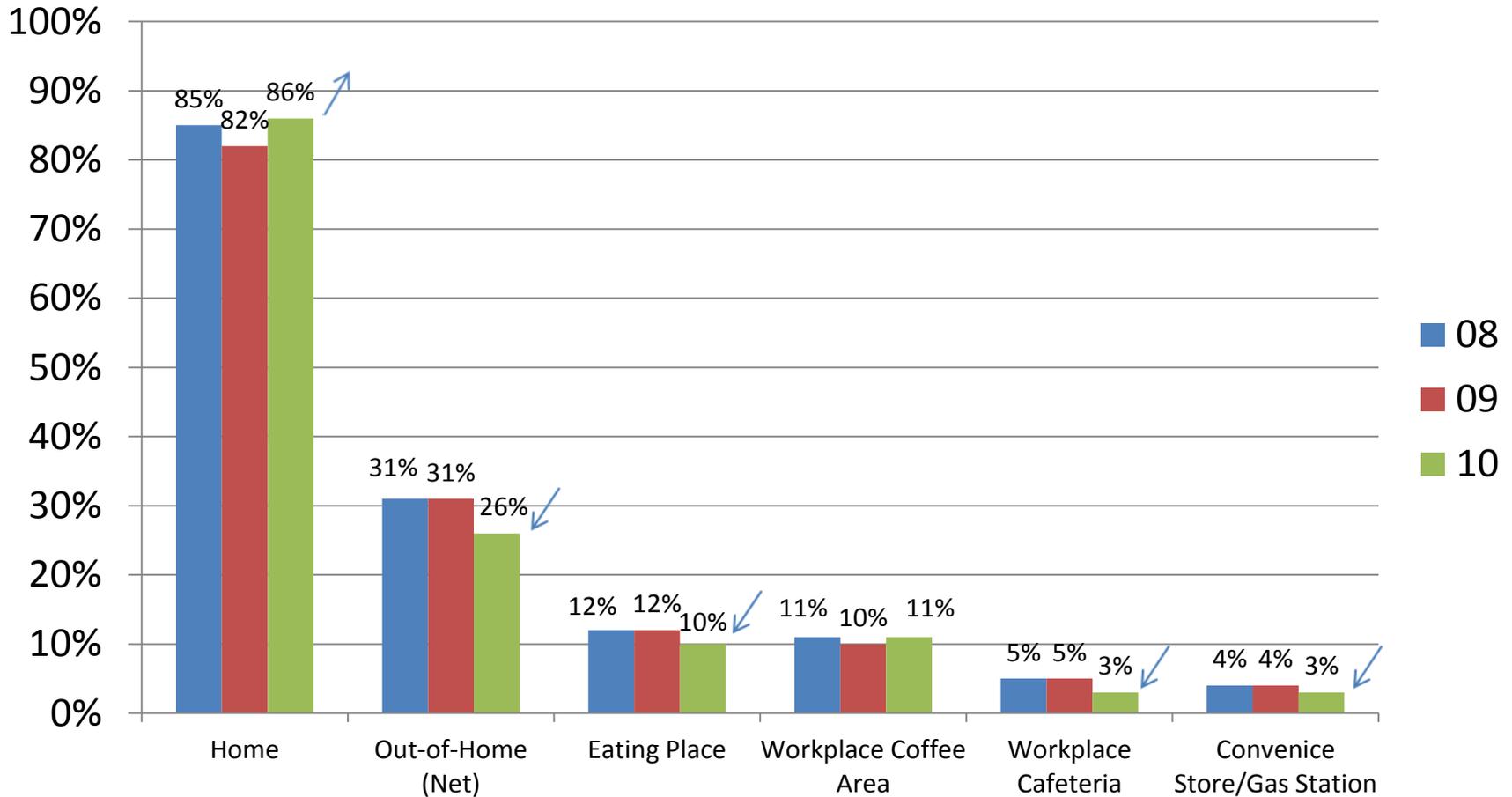


Yearly Consumption of Coffee by Gourmet Sub-types



% of Population 18 and Over

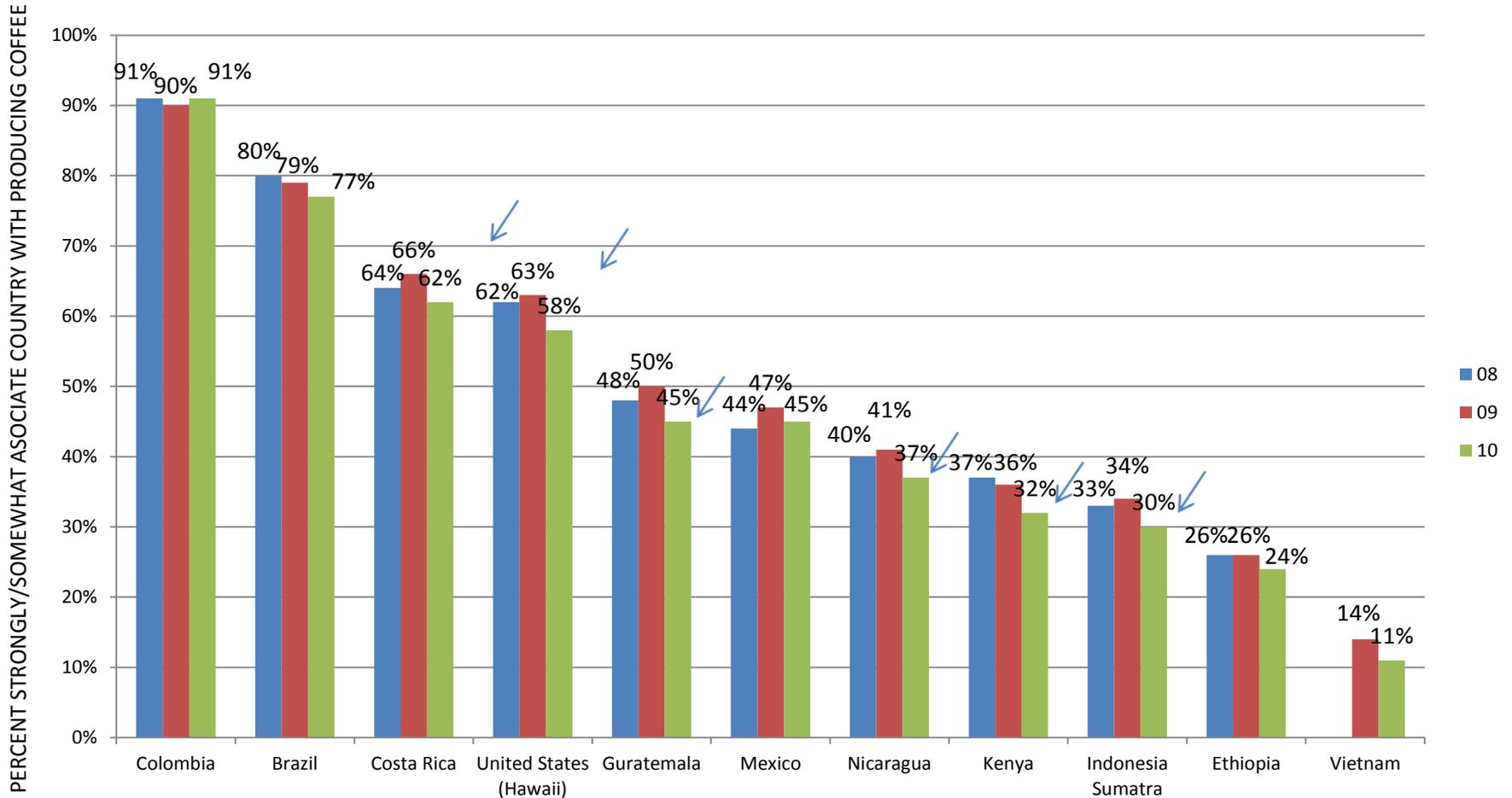
Place of Preparation Total Coffee



↗ ↘ Significantly different from 2009

% of Population 18 and Over

Countries Associated with Producing Coffee



↗↘ Significantly different from 2009

% of Population 18 and Over



Quality Associations with Coffee Producing Countries

PERCENT PRODUCES COFFEE THAT IS VERY/SOMEWHAT HIGH QUALITY

