

2018 SQUARE CANADA COFFEE REPORT

We looked at coffee shop orders across Canada to uncover the most-ordered coffee beverages.



INTERNATIONAL IMPORTS

In the past year, the Cortado and Flat White have taken Canadian coffee shops by storm as the fastest-growing coffee beverages.

For International coffee drinkers, these menu items are old news. But here in the true north, we're just catching on to these low-milk coffee concoctions. Sales are skyrocketing for a reason.

The Australian
FLAT WHITE



Flat White sales have **increased 81%** in the past year.

The Spanish
CORTADO



Cortado sales have **increased 97%** in the past year.

FUN FACTS

OCTOBER

is the busiest month of the year at coffee shops.

Slowest day of the year is

CHRISTMAS DAY

when most coffee shops are closed.

CAFFEINE CURIOSITIES IN CANADA

How coffee drinkers in each province prefer their cup o' jo.



FAVOURITE DRINKS

Here's a breakdown of what Canadians are sipping most often at their local coffee shops.

Canadians love lattes

- 1 LATTE
- 2 AMERICANO
- 3 DRIP COFFEE
- 4 HOT TEA
- 5 CAPPUCINO
- 6 ESPRESSO
- 7 MOCHA
- 8 HOT CHOCOLATE
- 9 FLAT WHITE
- 10 CHAI

NOT-SO-HOT TOPIC

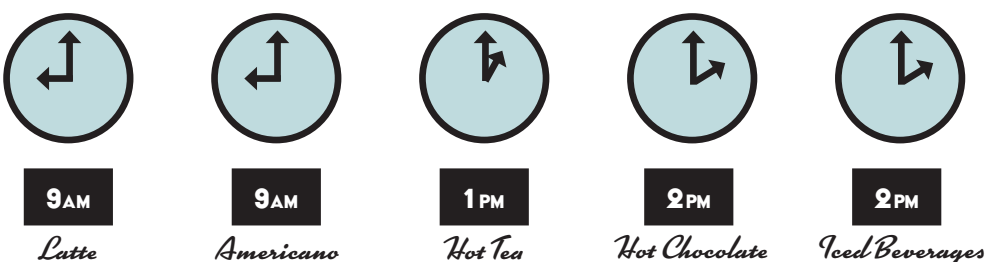
You heard it here first, Iced Coffee is so 2017. There's a heated debate in the coffee community over Iced Coffee vs. Cold Brew, but it's clear that Cold Brew is on trend and continues to grow.

85%

By summer of 2018, Cold Brew orders began to outpace iced coffee by 85%.

ALL DAY, EVERYDAY

Caffeine isn't just a morning necessity. From Americanos to Iced Beverages, here's when caffeine sales peak.



DITCHING DAIRY

Alternative or non-dairy milks have secured their spots on coffee shop menus across the globe, and according to consumers and baristas alike, they're here to stay.

- 1 ALMOND *Canada's favourite alt milk*
- 2 SOY

Sales across the country have remained *steady* in the past year

DATA FROM SQUARE, INC.

Data is based off millions of anonymized transactions from hundreds of coffee shops across Canada. Data set includes transactions from June 2017 to June 2018.