



## FOR IMMEDIATE RELEASE

### National Coffee Association and Specialty Coffee Association Announce Market Research Collaboration

**April 6, 2021**—The Specialty Coffee Association (SCA) and the National Coffee Association (NCA) announced today (Tuesday) a new collaborative effort supporting the NCA's biannual National Coffee Data Trends (NCDT) report.

In addition to the biannual reports released by the NCA, this agreement between the two associations will result in the publication of a special report focusing on data related to specialty coffee — made available at no cost to all coffee professionals and businesses.

The NCDT, commissioned annually by the NCA since 1950 and biannually since 2020, is a survey of Americans regarding their consumption of coffee and, since 1993, their habits and practices related to espresso and espresso-based beverages. The NCDT provides the longest available statistical series on coffee consumer trends and behavior, offering demographic insights by gender, ethnicity, and age groups, and showing the popularity of specific drinks and preparation methods.

"This agreement signals the growing relevance of specialty coffee at a time when at-home consumption has grown exponentially with savvy consumers around the world. There are many things to celebrate about this collaboration, but we are particularly excited about the prospect of bringing analysis on specialty coffee data to members of the community, free of charge," says Yannis Apostolopoulos, CEO of the SCA.

"NCA is thrilled to join with the SCA to further expand the core research pioneered in the National Coffee Data Trends Market Research Series," said William "Bill" Murray, President & CEO of the National Coffee Association. "By working together to develop a supplemental report focusing on specialty coffee, we're bringing actionable business insights to more coffee professionals than ever before at a time when they need it most."

The Spring 2021 NCDT report was released on April 1, and the NCDT Fall Update will be presented at the SCA's Specialty Coffee Expo taking place in New Orleans from September 30 to October 3 this year.

###

**UK OFFICE**  
p +44 1245 426060

Oak Lodge  
Leighams R  
Bicknacre  
Chelmsford  
Essex  
CM3 4HF  
United Kingdom

**US OFFICE**  
p +1 562 624 4100

117 West 4th  
Suite 300  
Santa Ana  
California  
92701  
United States





## Contact

Vicente Partida  
Community Experience Officer  
press@sca.coffee

## About the Specialty Coffee Association

The SCA is a trade association built on foundations of openness, inclusivity, and the power of shared knowledge. From coffee farmers to baristas and roasters, our membership spans the globe, encompassing every element of the coffee value chain. The SCA acts as a unifying force within the specialty coffee industry and works to make coffee better by raising standards worldwide through a collaborative and progressive approach. Dedicated to building an industry that is fair, sustainable, and nurturing for all, the SCA draws on years of insights and inspiration from the specialty coffee community. Learn more at <https://sca.coffee/>.

## About the National Coffee Association

The National Coffee Association of U.S.A., Inc. (NCA), established in 1911, is the leading trade organization for the coffee industry in the United States. The NCA is the only trade association that serves all segments of the U.S. coffee industry, including traditional and specialty companies. A majority of NCA membership, which accounts for over 90% of U.S. coffee commerce, comprises small and mid-sized companies and includes growers, roasters, retailers, importer/exporters, wholesaler/suppliers, and allied industry businesses. Please visit [ncausa.org](http://ncausa.org) to learn more. For media inquiries, contact [media@ncausa.org](mailto:media@ncausa.org).

**UK OFFICE**  
p +44 1245 426060

Oak Lodge  
Leighams R  
Bicknacre  
Chelmsford  
Essex  
CM3 4HF  
United Kingdom

**US OFFICE**  
p +1 562 624 4100

117 West 4th  
Suite 300  
Santa Ana  
California  
92701  
United States

