

SQUARE COFFEE REPORT 2018

Alongside the Specialty Coffee Association, we dug into coffee consumption across the U.S. to see how and when Americans get their caffeine fix.

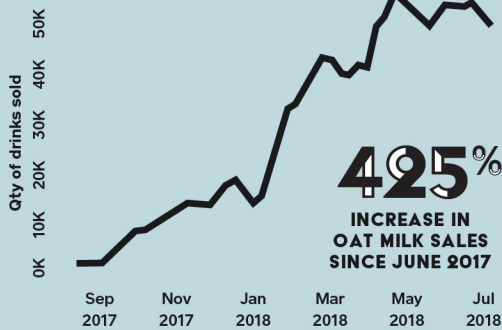


DITCHING DAIRY

Here's a ranking of the most popular non-dairy milks.

- 1 ALMOND
- 2 SOY
- 3 OAT *Pennsylvania is the only state that prefers oat to almond*
- 4 COCONUT
- 5 HEMP
- 6 MACADAMIA NUT
- 7 PEA

The Rising Star OAT MILK



DATA PROVIDED BY SQUARE INC

TIPPING POINT

Alaska is home to the highest-tipping coffee drinkers, who on average, leave a **17.5% tip.**

AK

NJ

The least generous coffee tippers in the U.S. live in New Jersey, where they leave baristas, on average, a **7.5% tip.**

DATA PROVIDED BY SQUARE INC

AMERICA'S MOST WANTED

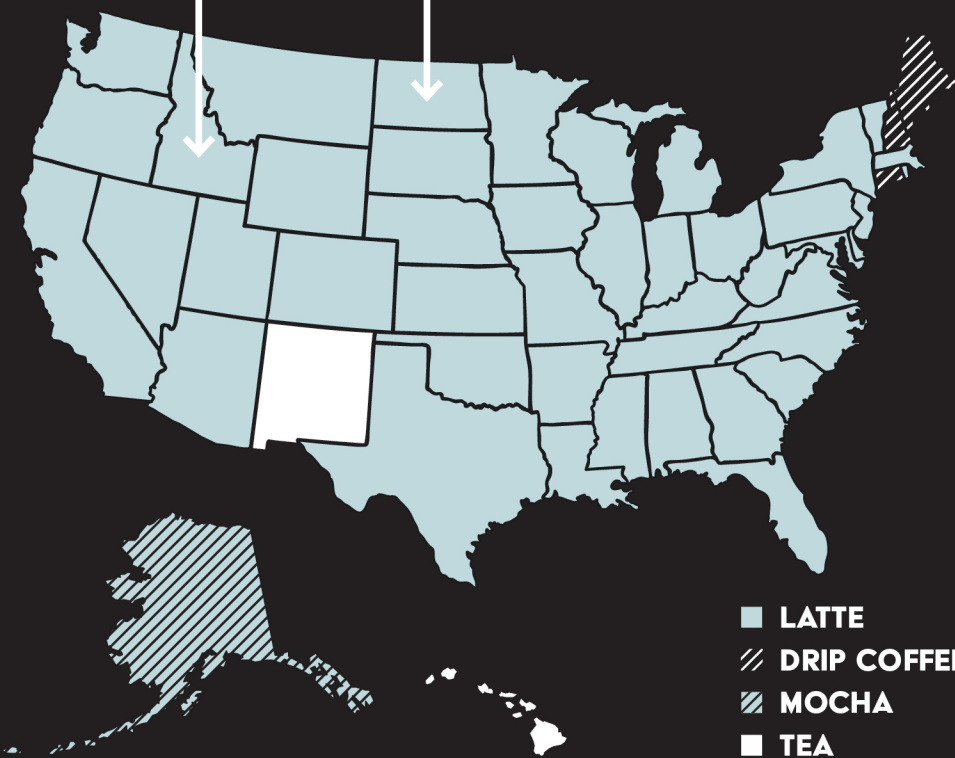
The latte is the most popular coffee drink in the U.S. Check out the map below to find the states that prefer a different morning fix.

\$3.49

You can find the most affordable latte in Idaho.

\$4.45

North Dakota is home to the most expensive latte.



The average price of a latte

\$4.16

67M+

Lattes ordered in the U.S. from June 2017-2018

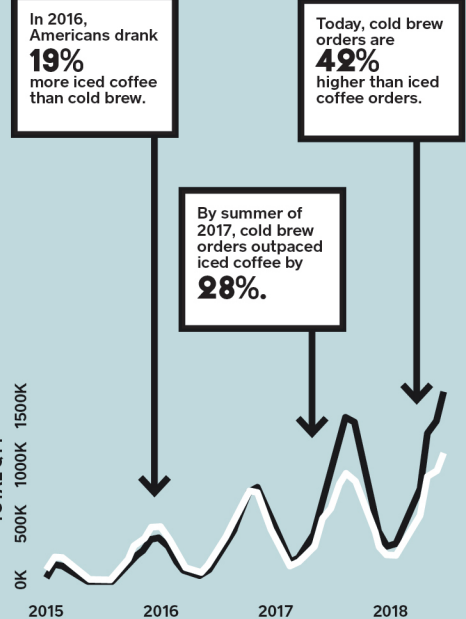
DATA PROVIDED BY SQUARE INC

HOT TOPIC

Americans have declared their cold coffee loyalty to cold brew.

COLD BREW vs. ICED COFFEE GROWTH

ICED COFFEE ■ COLD BREW



DATA PROVIDED BY SQUARE INC

CUSTOMIZED CAFFEINE

A standard latte doesn't cut it anymore. The average American requests two add-ons to customize their coffee order.

+2

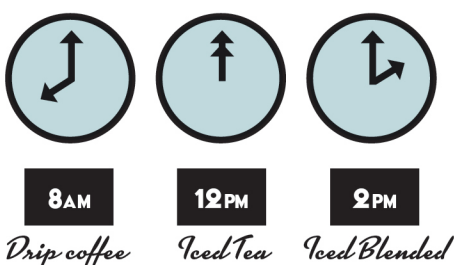
AVERAGE NUMBER OF REQUESTED ADD-ONS

The top 3 states with the most complicated drink orders are **HAWAII, NORTH DAKOTA, AND NEW HAMPSHIRE**

DATA PROVIDED BY SQUARE INC

HAPPY HOURS

One cup of morning coffee just isn't enough. Americans stay caffeinated all day long. Here's when sales peak for the following drinks:



DATA PROVIDED BY SQUARE INC

INTERNATIONAL IMPORTS

In the past year, the Cortado and Flat White have taken the American specialty coffee industry by storm. For international coffee lovers, these drinks are old news but here in the states, sales are skyrocketing for these low-milk coffee concoctions.

The Australian
FLAT WHITE

The Spanish
CORTADO



Flat White sales have **increased 41%** in the past year.



Cortado sales have **increased 36%** in the past year.

DATA PROVIDED BY SQUARE INC

DATA FROM SQUARE, INC.

Data is based off millions of anonymized transactions from thousands of coffee shops across the U.S. Data set includes transactions from June 2017 to June 2018.