

# Meet Your Coffee Consumers

Consumers are looking for visual cues—packaging that aligns with preferences for natural ingredients and craft production to help them make decisions at shelf. Coffee brands must provide products that address consumer cravings for craft qualities (provenance transparency, artisanal and authentic) and their eagerness to learn about coffee through labeling, discovery kits and websites. Tap into consumer profiling for insight into lifestyle, desires and preferences plus current and frequently used packaging formats.

## The Joe on the Go

Quick drinks for busy schedules win with these consumers.

### WHAT DO THEY VALUE?

Convenient, time-saving products that don't sacrifice taste

### WHAT ARE THEY BUYING?

Pre-portioned instant and ready-to-drink (RTD) coffee and single-cup solutions

### HOW IS IT PACKAGED?

Coffee pods and single-serve sachets help these time-strapped consumers get their caffeine fix, while single-serve cans and bottles let iced coffee fans enjoy their drinks on the go.



La Colombe



Torani



TricorBraun Success Story  
Alfred Coffee



## The Home Barista

They've invested in the tools and they know how to use them.

### WHAT DO THEY VALUE?

Quality ingredients and the ability to easily customize their perfect pour

### WHAT ARE THEY BUYING?

Home baristas are buying bagged coffee, flavored syrups, and ready-to-drink cold brew to help them enjoy the coffee shop experience at home.

### HOW IS IT PACKAGED?

Flexible stand-up pouches maintain freshness, while syrup bottles and dispensing pumps help dose the right amount of flavor every time. Multi-serve bottles provide a convenient way to enjoy cold coffee at home.

## The Connoisseur

There's not a tasting note these aficionados can't detect.

### WHAT DO THEY VALUE?

Premium beans with transparency around ingredient provenance

### WHAT ARE THEY BUYING?

Coffee beans quickly lose flavor shortly after being ground—only whole bean coffee will do for these consumers. Bonus points if it's from a local roaster.

### HOW IS IT PACKAGED?

Flexible packaging with high-end, custom surface effects allow coffee brands to show off their uniqueness. On-pack messaging educates consumers on how their coffee is sourced and prepared.



TricorBraun Success Story  
Woods Coffee



TricorBraun Success Story  
Intelligentsia



TricorBraun Success Story  
INDOxyz



TricorBraun Success Story  
Super Coffee

## The Explorer

They'll try anything once.

### WHAT DO THEY VALUE?

Unique flavors profiles, formats and preparation methods—think sparkling coffee concoctions and nitro cold brews

### WHAT ARE THEY BUYING?

RTD coffee infused with unusual flavors, as well as functional ingredients like protein, probiotics, or even tea and coffee alternatives

### HOW IS IT PACKAGED?

Cans, glass, and custom designed plastic bottles offer product protection while bold, eye-catching graphics encourage product trial.

Let's talk packaging!

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