



Coffee
Partners

COFFEE NOTES

OCTOBER/NOVEMBER 2021



Welcome to the October/November edition of Coffee Notes. In this latest issue, we'll be taking you on a journey through coffee — from mouthfeel and syrups to sustainability and coffee's contribution to workplace productivity.

We'll dive into the science behind coffee's distinctive mouthfeel and look at its developments in the world of sustainability. We'll also be taking account of future market predictions and exploring the role of flavoured syrups before moving on to how coffee breaks can be used as a solution to nurture productivity.

As always, we're here if you have any questions or want to talk through anything you've read here today:
coffeepartners@uk.nestle.com





2-MIN READ

THE SCIENCE BEHIND COFFEE'S MOUTHFEEL

It's no secret that most of us would prefer a smooth, rich cup of coffee rather than a watered-down version of our favourite drink. But why? What is it about the mouthfeel of our much-loved hot beverage that makes it so delightfully distinct and satisfying to drink?

It's one piece of the flavour puzzle that has remained stubbornly elusive. But in August at the virtual American Chemical Society (ACS) meeting, Ph.D. researchers reported that there are in fact several coffee compounds that contribute to coffee's mouthfeel in addition to its astringent and chalky sensations.

"We've known that coffee itself can impact textural sensations, and it was traditionally thought to be because of sugars and lipids," says Christopher Simons, Ph.D., one of the project's co-principal investigators. "But our team finds that this feeling may actually be driven by small molecules, which is kind of unique."



This is significant in that it's the first study of its kind to isolate the specific compounds that give coffee its distinctive mouthfeel, as most have only ever focused on its taste and aroma!

THE COMPOUNDS

Based on the results, there are four compounds responsible for coffee's unique mouthfeel:

- Melanoidin, which gives coffee its trademark acidity.
- 3- and 4-caffeoylquinic acid, which coats the mouth.
- And a chalk-related compound which — you guessed it — gives it a chalky feel.

WHY ARE THEY IMPORTANT?

Now that it's been scientifically proven that there are key chemical components that make up great-tasting coffee, it's brilliant news for not just coffee lovers — who will no doubt enjoy deepening their coffee knowledge — but for roasters too.

This discovery could help inform coffee processing techniques from the very start, allowing producers to choose whether to downplay or highlight one mouthfeel over another according to their consumer's preferences. Now that's what we call being a true coffee aficionado!



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5-MIN READ

THE GROWTH OF SUSTAINABILITY

“Undoubtedly, sustainability will be the defining issue for the coffee industry over the next 20 years.”

— Jonny Forsyth, Associate Director of Mintel Food & Drink.



Over the last decade, coffee brands of all sizes have placed an undeniable focus on expanding the reach of their environmental initiatives. A recent Mintel report named the issue of sustainability as a ‘defining moment’ for businesses around the world as they battle with a ‘rising tide of eco-anxiety’ among consumers.

It’s clear that the discussion behind sustainability of coffee as a product is gaining traction, especially as consumer expectations shift to favour brands who take action, but the movement has been around for a while. Since 1962 in fact, at the first International Coffee Organisation meeting where discussions began on the economics of coffee’s sustainability.

Nowadays the coffee production process often comes under the microscope when sustainability issues are discussed in summits among world leaders. It’s an industry that naturally finds itself in the hot seat because it involves many livelihoods and uses significant resources.

For example, ethically sourced coffee is more than a source of income for coffee farmers, it’s a social tool to create a stronger community and a healthier planet. Initiatives like C.A.F.E Practices ensure that everyone involved in the growing, processing and packaging of coffee — primarily small-scale farmers and workers in developing countries — receives a fair price for their efforts.

But it’s not enough for brands to simply talk about their support for ‘green’ initiatives like these in the fight to make coffee one of the most sustainable products. They need to prove that they’re putting these practices into place, drilling them into policies and ultimately, following through with their promises.

At an operator level, it’s about choosing the right coffee brand to work with. It’s important to partner with one that puts the work in from the ground up to look after their farmers and growers, be kinder to the planet and remain transparent about the work they’re doing to develop sustainable practices in both their production and business operations too.

We believe in being honest and open about how we’re helping to nurture the sustainability of our favourite beans. Here are just some of the initiatives we’re constantly developing to truly become more sustainable through our partners in coffee.

WE PROUDLY SERVE STARBUCKS® COFFEE PROGRAMME

Starbucks® is committed to 100% ethically sourced coffee, produced in line with its Coffee and Farmer Equity (C.A.F.E.) Practices. Developed in collaboration with Conservation International, C.A.F.E. Practices measures farms against economic, social and environmental criteria, all designed to promote transparent, profitable and sustainable coffee growing practices while also protecting the well-being of coffee farmers, workers and their families. C.A.F.E. Practices has helped Starbucks® create a long-term supply of high-quality coffee and positively impact the lives and livelihoods of coffee farmers, and their communities. Find out more: stories.starbucks.com/press/2020/cafe-practices-starbucks-approach-to-ethically-sourcing-coffee/

NESCAFÉ®

‘NESCAFÉ’s Cup of Respect programme ensures we’re producing more sustainable coffee through responsible sourcing and supporting the men and women who grow our coffee beans, they’re our coffee heroes and we’re proud to call them our partner farmers. We’re continuing the 10 years of work developed by the NESCAFÉ plan supporting farmers with innovative sustainable agricultural practices to ensure we’re respecting the planet and the future of coffee. Helping our farmers earn more, stay healthier and work more in tune with nature. Find out more: www.nescafe.com/cup-of-respect

If you have any questions or would like to talk through how we’re pushing forward with all of the above, don’t hesitate to get in touch. Our door is always open.

*C.A.F.E. Practices: Starbucks Approach to Ethically Sourcing Coffee.

^Nescafé Cup of Respect.



4-MIN READ

THE FUTURE OF COFFEE

The coffee market is evolving at a rapid pace, one which has only accelerated in the post-pandemic world. Mintel remains on the frontlines of these changes, tracking growth in the world of coffee and working to forecast what might lay ahead.

Using Mintel's research, we're taking you through where coffee sits right now, what the next two years might look like, and lastly how the future could be shaping up.

WHERE ARE WE NOW?

Unsurprisingly, coffee shops and operators are still recovering from the long-term impact of the pandemic, and as such we've seen a significant shift towards packaged coffee and a boom in the 'at-home' market. What started as a way for people to get their coffee while their favourite cafés were closed has evolved into them making a sustained effort to drink top-quality coffee in their home. Although we have begun to see a return to the office, the interest in at-home coffee looks like it's here to stay. With at-home coffee developing into a competitor to the workplace café in its own right, these sites will need to start to think about their hot beverages offer and focus on quality, consistency and service in order to compete.

WHERE ARE WE GOING?

With this new attitude standing firm, brands will need to provide value-for-money or a premium difference to avoid getting 'stuck in the middle.' Part of this could be done by exploring ways that coffee could be extended to new dayparts other than first thing in the morning and midday.



However, it's important not to forget about indulgence, which will remain a key sales driver in cafés specifically. Customers value choice, so offering indulgent options as well as catering to those who enjoy coffee as the drink of their choice will be crucial to unlocking sales in all dayparts.

An increased consumer focus on sustainability will mean that brands will need to wear their sustainability ethos on their sleeves and show that they're doing their part to improve the wider environmental impacts of the coffee industry to maintain trust.

WHERE WILL WE BE IN 5 YEARS?

The demand for coffee customisation means that cafés will need to make the extra effort to attract customers and drive loyalty by offering an extensive range of customisable drinks.

If you have any questions about the future of coffee or would like to discuss how you can best keep up with the continually evolving category, please don't hesitate to get in touch with us. We'd love to chat through everything with you — over a coffee, of course.



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2-MIN READ

YOUR GUIDE TO A SWEET MARKET

Coffee syrups are big business. They're an everyday staple for some speciality coffee drinkers, a way to add an extra treat to their cup of coffee' or something similar for some through offering a delicious sugar-free alternative, and an indulgent treat for others.

Let's take a look at some key stats in your 'cheat sheet' guide to coffee syrups.

THE MARKET



The flavoured syrups market size is estimated to reach \$52.9 billion by 2025, growing at a CAGR of 4.12% during the forecast period 2020-2025.*



Chocolate flavour segment is set to be the fastest-growing CAGR (4.98%) until 2025. This is due to the growing demand for chocolate-flavoured syrups in cold drinks and confectionery products in the food and beverage industry.*

THE MOST POPULAR SYRUPS

- Vanilla
- Caramel
- Hazelnut
- Cinnamon
- Chocolate
- Gingerbread
- Mint

...and their sugar-free versions!



HOW TO GROW YOUR SALES WITH FLAVOURED SYRUPS

SEASONAL: Take advantage of holiday, autumn, or summer drinks campaigns and make sure you're offering them on your menu.

SPECIALITY: Harness the regular speciality coffee lovers with consistent quality and choice.

SUGAR-FREE: Give consumers a range of sugar-free options.

THE PREDICTIONS



Growing popularity of syrups that have a reduced amount of colours, preservatives or artificial ingredients.



Sugar-free options becoming more prevalent.



Development in natural fruit flavour profiles.

Keep an eye out for more information on the new winter beverage campaigns from We Proudly Serve Starbucks® Coffee Programme and Seattle's Best Coffee, with their festive focus on two of the most popular syrups: caramel and hazelnut!



*Source: Industry Arc, Flavoured Syrups Market Research 2021.



5-MIN READ

FLOW, FOCUS & COFFEE

The state of flow or being 'in the zone' occurs when a person is fully immersed and focused on a task.

'Flow' is a productive mental state where we experience a deeper level of concentration while working on our own, without any distractions or interruptions. When we manage to achieve true flow, we naturally optimise the way we complete tasks, and often find that jobs we thought would be long and drawn out actually take us no time at all.

It's proven extremely effective in team members to complete work that requires full concentration and skill, and it's vital for creative thinking.

It's not a sustainable state, but that's okay — it's perfect for urgent tasks or things that require a laser-focused approach. But it is fragile and easily broken, especially if there are multiple distractions occurring around us when we're 'in flow.' Any interruptions can leave us open to mistakes, missed deadlines or any other behaviours that dampen our success and affect our working relationships.

"Attention is a resource... how do you maintain the ability for people to pay attention to what they need to? It's about defining what productivity looks like, and what deep and shallow work looks like too."

— Jonny Forsyth, Associate Director of Mintel Food & Drink.



In our Smart Coffee Break podcast, Dr. Fiona Kerr — an expert on productivity interviewed for our second episode — talked about the need to consider how we foster 'attention' and therefore the state of flow as a resource, starting by defining what this type of productivity looks like in the workplace.

For example, you might think that the open-plan office is a great design that fosters collaboration and productivity. However during our Smart Coffee research, we found that this common layout could be one of the main inhibitors of focus states. Naturally we wanted to understand what it was about the familiar set-up that might be limiting us from developing the super-productive and resourceful state of flow.

With this in mind, we focused our Smart Coffee recommendations around making easy and cost-effective changes to office design that would allow those in a state of flow to remain there by making coffee breaks more freely available with a premium self-serve offer.

Smart Coffee shows us that we can use a self-serve solution to create these better breaks by:

- Including coffee from a well-established brand to attract the break, but not for the unit to become a destination.
- Positioning the machine near employees who often need to be in a flow and focus state, e.g. production or manufacturing workers.
- Facing the unit away from at-work employees to avoid distractions and discouraging the need to queue.

If you'd like to find out more, why not listen to the new Smart Coffee Break podcast where we dive into all things productivity, from how office design affects teamwork and collaboration to how you can nurture the feelings of value and collaboration across your employees.



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[SPEAK TO AN EXPERT](#)



Nestlé Coffee Partners offers a range of brands and solutions to fit your customers' requirements.

If you'd like to talk through any of what you've read and explore how we can help you leverage the insight we've shared this month, or if you'd simply like to catch up over a socially distanced coffee, we'd love to hear from you.

**We're available on +44 (0)203 124 1029 (Option 2)
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