

# Coffee Talk 2: Research

Some news, information, resources, etc....all having to do with coffee.

## Business / Coffee Market News

### Business-related

- ❖ Burger King daily coffee for \$5/month subscription<sup>1</sup>
  - Related: Burger King's 17 Cent Coffee Deal Won't Win Customers From McDonalds And Starbucks<sup>2</sup>
- ❖ Beer brewery starts roasting coffee, too<sup>3</sup>
- ❖ Nestle has created the Nescafe Dolce Gusto Majesto, a \$300 coffee maker that low-volume brands may use to offer customers a variety of 15 coffee beverages.<sup>4</sup>
- ❖ Luckin Coffee has emerged as a very strong competitor to Starbucks in China.<sup>5</sup>

### Interesting

- ❖ Students with special needs run school-based coffee company<sup>6</sup>
- ❖ National Small Business Persons of the Year are owners of an Iowa coffee chain<sup>7</sup>
- ❖ 16 Recipes That Prove Ground Coffee Makes a Delicious Seasoning<sup>8</sup>
- ❖ 2019 U.S. Coffee Champions<sup>9</sup>

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<sup>1</sup><https://www.usatoday.com/story/money/2019/03/18/burger-king-launches-coffee-subscription-service-5-per-month/3199977002/>

<sup>2</sup><https://www.forbes.com/sites/panosmourdukoutas/2019/03/21/burger-kings-17-cent-coffee-deal-wont-win-customers-from-mcdonalds-and-starbucks/#20763de31995>

<sup>3</sup><https://www.brewbound.com/news/big-storm-brewing-launches-coffee-company>

<sup>4</sup><https://www.fastcasual.com/articles/can-smaller-brands-win-customers-over-with-coffee-offerings/>

<sup>5</sup><https://www.forbes.com/sites/greatspeculations/2019/02/26/how-can-competition-with-luckin-coffee-affect-starbucks-valuation/#7836d1291f24>

<sup>6</sup><https://www.news5cleveland.com/news/local-news/oh-cuyahoga/fairview-park-schools-launch-student-run-coffee-company-to-help-students-with-special-needs>

<sup>7</sup><https://www.radioiowa.com/2019/03/25/owners-of-clear-lake-based-cabin-coffee-get-iowa-sba-award/>

<sup>8</sup><https://www.self.com/gallery/recipes-ground-coffee-delicious-seasoning>

<sup>9</sup><https://www.uscoffeeshampionships.org/news/announcing-the-2019-us-coffee-champions>

## The New Remote Worker Trend

- ❖ Business save valuable capital by not having office space.<sup>10</sup>
  - Technology enables.
    - Internet.
    - Cheap/Free Apps from videoconferencing to productivity to cloud-enabled storage and collaboration.
  - Employees benefits.
    - Forgoing rush-hour commutes.
    - Work from anywhere.
    - Be oneself - no office politics, personality conflicts, etc.
- ❖ Coffee shop etiquette for the remote professional.<sup>11</sup>
  - Dos
    - Do order a drink every 2-3 hours.
    - Do spend x amount of \$/hour (price of admission).
    - Do rent a meeting room
      - CoLab Coworking ([book a meeting room](#))
      - Library ([public room reservations](#))
  - Don'ts
    - Don't bring a desktop computer or a printer.
    - Don't hold long, loud meetings.
    - Don't stay the entire day.
    - Don't make loud phone calls.
    - Don't stream movies (hog WiFi bandwidth)
    - Don't keep your laptop plugged in all day
    - Don't take phone calls and Skype discussions inside
    - Don't be a jerk!
- ❖ Almost half (48%) of younger generation managers—both Millennials and early Generation Z—are already at a director-level or higher in the workplace, according to Upwork's Future Workforce Report released on Tuesday. As Gen Zers get older, more than 60 million of these young employees will enter the market, resulting in younger generations making up 58% of the workforce by 2028, the report found.<sup>12</sup>

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<sup>10</sup><https://www.creativeboom.com/tips/ditch-the-office-and-go-remote-how-to-successfully-work-from-anywhere/>

<sup>11</sup><https://lifehacker.com/how-to-work-on-your-laptop-at-a-coffee-shop-without-bei-1796712438>

<sup>12</sup><https://www.techrepublic.com/article/73-of-all-teams-will-have-remote-workers-in-the-next-decade/>