



REASONS WHY

COFFEE DATES

ARE THE BEST DATES



1

SOMETHING FOR EVERYONE

From strong black coffee to decaf caramel lattes to spicy chai tea, there are a million combinations and flavors. And no judgment if you go rogue and order hot chocolate extra whip. There are **80,000** ways to order a Starbucks beverage.

2

RELAXED ATMOSPHERE



No loud music, no distracting movie—a coffee date is a great low-pressure way to connect and have an actual conversation.

3

AFFORDABLE FUN

When you want to focus on your date without forking out as much cash, coffee is a great option. Even the most expensive caffeine beverage in the US is only an average of \$3.94. And you can go low—coffee for an average of **\$2.70—OR LEVEL UP**—a seasonal flavored latte for closer to **\$5.25**.

4

LOTS OF LOCATIONS

According to Mintel research, the number of specialty coffee shops in the U.S. was estimated to be

31,490 in 2015.

5

LOCAL AMBIANCE

Many local coffee shops will feature local musicians and artists, and might be furnished with comfy sofas and chairs. Sites like zomato.com/coffee-shop-near-me can help you find local spots near you.

6



FLEXIBLE SCHEDULING

Mid-morning coffee meeting?
Early afternoon coffee chat?
Late night coffee date?

7

CLEAR EXIT OPTIONS

If it's a date that doesn't go well, coffee has your back. There's no long dinner or movie to sit through; you can finish your sip and split.

8

IT'S ON TREND

According to a 2014 study from the National Coffee Association (NCA), daily consumption of gourmet coffee among adults in the U.S. was up **34% IN 2014**, and has kept rising. According to a national survey conducted by Nielsen Scarborough in spring 2016, **OVER 36 MILLION** Americans had visited a coffeehouse within the past month.

9

COFFEE IS GOOD FOR YOU ANYWAY

Seriously! **CHECK OUT OUR JANUARY COFFEE INFOGRAPHIC** for more on the Health Benefits of Coffee.
reifymedia.com/coffee

