



BARISTA NEWS

EDITION 4

ROASTED IN WEST BEND, WI

COFFEEBYTHEJAR.COM/EXPRESS

GREAT BARISTA EXPRESS COFFEE DRINKS BRING YOUR CUSTOMERS BACK!

COFFEE MARKET TRENDS IN 2017

MASSIVE SHIFTS TO CONSIDER FOR COFFEE
PRESENTATION, PRESENCE AND DELIVERY



**"The Barista Express by
Coffee Jar offers ways to
meet market concerns."**

CJ - Millennials have made their presence known. According to recent Census data, Baby Boomers are no longer the largest living generation in the U.S. As a result, a generational shift has occurred in how products and services are now presented. The coffee market is not exempt from this trend: competition is everywhere, coffee shops are on every corner and guests no longer stay at the hotel to drink the coffee offered, often leaving to eat and drink elsewhere.

In order to remain competitive with this new market, a business must be proactive to combat these trends, increasing profit where possible. The Barista Express by Coffee Jar offers ways to meet these market concerns:

- 1) **Coffee must be readily available, offered with as short a wait as possible:** Fresh ground espresso-based and flavored drinks from the Barista Express are dispensed in one minute or less.
- 2) **Modern convenience and presentation goes a long way:** Unique packaging or delivery is important and the Barista Express does this with a easy-to-use interface and touchscreen.
- 3) **Specialty, gourmet coffee is in:** Single origin, micro-lot coffee roasted and fresh appeals to the younger crowd. Get rid of those old ground coffee packets.

Coffee Jar's Barista Express should be considered for your coffee delivery service. Not only does it make coffee quickly, it offers a unique, cost-effective way for you to update your customer's coffee delivery for a modern market.

[Learn More](#)

* Source: <https://nationalcoffeeblog.org/2016/12/29/5-coffee-industry-trends-you-cant-miss-in-2017/>

Interested in the Barista Express? Purchase, Lease and Lease to Own options available.

[Contact Us](#)

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