



# How do you drink your coffee? The effect of consumption style on sensory perception and liking

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## Introduction

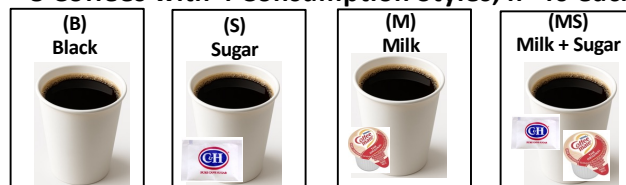
Coffee is one of the most widely consumed beverages around the world, with various consumption styles observed among consumers. Single-serve coffee brewers are the second most popular machines on the market, only falling behind drip coffee machines<sup>1</sup>. There is a growing popularity of these single-serve machines and the consumption of coffee pods. Approximately 79% of American coffee drinkers prefer to add some form of sugar or milk into their coffee over drinking it black<sup>2</sup>. This research investigated the effect of the consumption style – black coffee (B), coffee with sugar (S), coffee with milk (M), and coffee with milk and sugar (MS) – on the sensory perception and liking of coffee.

## Materials/Methods

### 2 X 2 X 2 Factorial Design



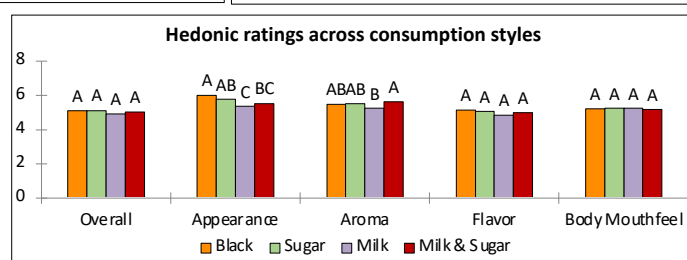
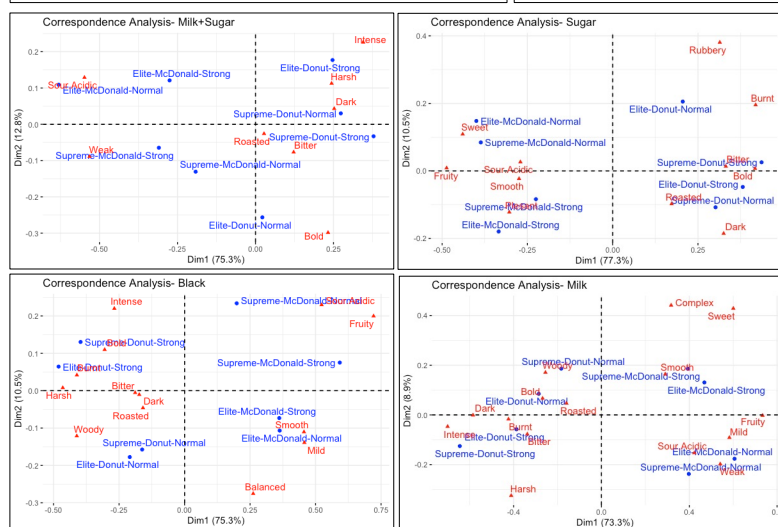
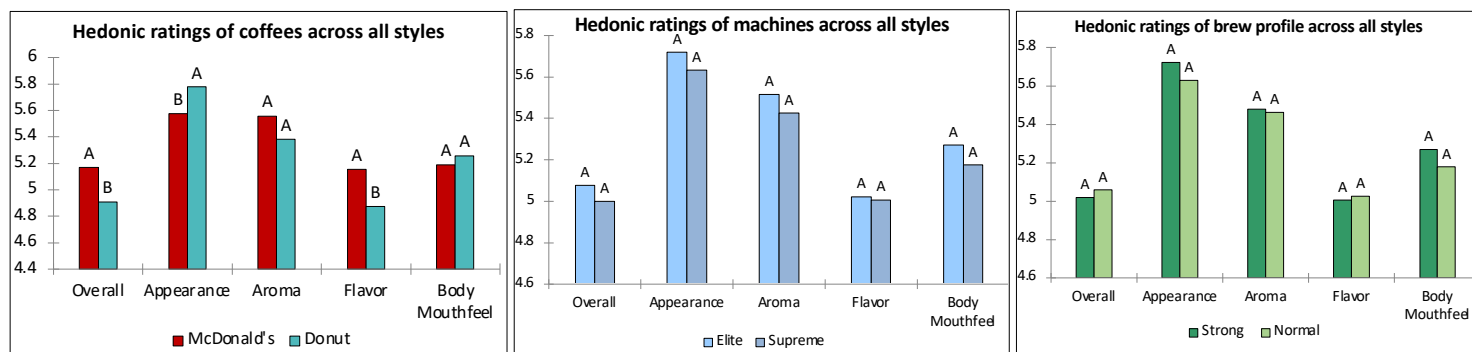
### 8 Coffees with 4 Consumption Styles, n=40 each



### Test Instruments

| Screener                                                                                | Scorecard                                                                                                                                                                        | Exit Survey                                                                                                           |
|-----------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>Demographics</li><li>Coffee consumption</li></ul> | <ul style="list-style-type: none"><li>Hedonic liking</li><li>JAR Ratings</li><li>Check All That Apply</li><li>Purchase intent &amp; expectations</li><li>Open Comments</li></ul> | <ul style="list-style-type: none"><li>Demographics</li><li>Attitudes towards coffee</li><li>Usage of coffee</li></ul> |

## Results



## Key Learnings

- Significant differences, if any, were mainly observed in hedonic ratings across the different coffees used, regardless of machine or brew profiles
- All groups had small differences in consumption style, with all liking and describing their coffee similarly
- Coffee drinkers from the MS group tended to be less sensitive when compared to the other 3 groups, with less significant differences observed across the coffees
- One coffee was significantly preferred over the other, described as pleasant, smooth and fruity

## Conclusion/Perspectives

- Coffee consumption style (i.e., black or with milk and/or sugar added) did not impact the preferences of consumers for a set of experimental coffees nor did it affect their ability to describe the coffee samples
- This research validated the approach of preparing coffees according to the consumer's preferred mode of consumption for consumer testing

### Funding Sources

- Keurig Dr. Pepper

### References

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