

**COFFEE
COMPARISON:
WHAT'S THE
DIFFERENCE?**

**NATIONAL
BRANDS**



LOCAL/CRAFT



ESPRESSO



**COFFEE
PARTNER'S
PRIVATE LABEL**



ROAST TYPE(S):	Light, medium and dark roasts	Light, medium and dark roasts	Dark roast	Light, medium and dark roasts
GROUND OR WHOLE BEAN:	Both options	Whole bean, some ground options	Whole bean	Both options
WHAT MAKES IT UNIQUE?	Brands your people know and trust	Typically roasted in smaller batches	A more premium cup of coffee	Crowd-pleaser on a budget
OTHER NOTABLE QUALITY:	Wide variety of blends and flavors	Supports local community	Remarkably smooth, bold flavor	Light, medium and dark roasts
BUDGET:	\$\$	\$\$ - \$\$\$	\$\$	\$
DAILY AVERAGE:	\$0.22 per person	\$0.25 per person	\$0.20 per person	\$0.10 per person