



CHEMISTRY OF COFFEE

Is there a best time – and a best way – to drink your coffee?

There's pretty much a hack for everything these days – including how you take your coffee. According to Steven Miller, a Ph.D. candidate at the Uniformed Service University of the Health Sciences in Bethesda, Maryland, "Your coffee will probably be most effective if you enjoy it between **9:30 a.m. and 11:30 a.m.**, when your cortisol levels are dropping before the next spike."¹



For HR and managers, this would mean granting employees a coffee break during that window. However, researchers argue that 9:30 a.m. to 11:30 a.m. is the best time to stay focused on the job at hand and tackle the most demanding tasks of the day.

Orfeu Buxton, a professor in the division of sleep medicine at Harvard Medical School, adds that "this is the most alert you'll be all day. Best take advantage of it, because it's a very small window for the sleep-deprived brain, opening about one hour after waking and closing two hours later."²



So what do you do? The best time to drink your coffee is also the time when you'll be most focused during the day. How can you ensure that your employees get the caffeine they crave and get their work done during their most focused time period?

One solution is to provide free **Canteen gourmet coffee** to your employees. You may even give them

a little extra motivation to get into the office a bit early (or on-time) to get their coffee and get energized for the day ahead. This solution also eliminates the need for team members to stop before work and pay for coffee. So now you're saving them both time and money while giving them energy-boosting coffee and time to be more productive!



For employees, it's about more than a free hot drink; it's recognizing employee value. For many, it's a way of saying "we appreciate you." Dr. Bob Nelson, a leading authority on workforce motivation, best-selling author, and co-founder of Recognition Professionals International, encourages companies to offer employees a simple free coffee perk that clearly has a high value.



That value is shared by professionals across the spectrum, from service workers to scientists. In fact, 63% of professionals drink at least two cups of coffee per day and claim "they aren't as energized or motivated without their daily cup of coffee." And surprisingly, workers value cold coffee as much as a hot cup. A whopping 77% felt that iced coffee helped them increase productivity, with 64% going so far as to say that iced coffee "gives them a mental edge over their colleagues."³

In the office, coffee becomes a ritual. A mid-day cup of coffee is your way of getting through the hump. It could be that well-earned cup you look forward to after lunch or just something you need to help break up the day, but it's a ritual nonetheless.

¹ NeuroscienceDC.com

² Professor Orfeu M. Buxton, PhD, Harvard Medical School

³ Dunkin' Donuts Survey, 2012