



**“Consumers love single serve convenience but want less waste”**



## JUST THE FACTS:

- There are **25 million** single serve brewers in North America and growing
- **15%** of households now have a single serve brewer
- **41%** of coffee spending is now devoted to single serve formats
- **61%** of adults consumed coffee yesterday
- **81%** of coffee drinkers had coffee at home yesterday

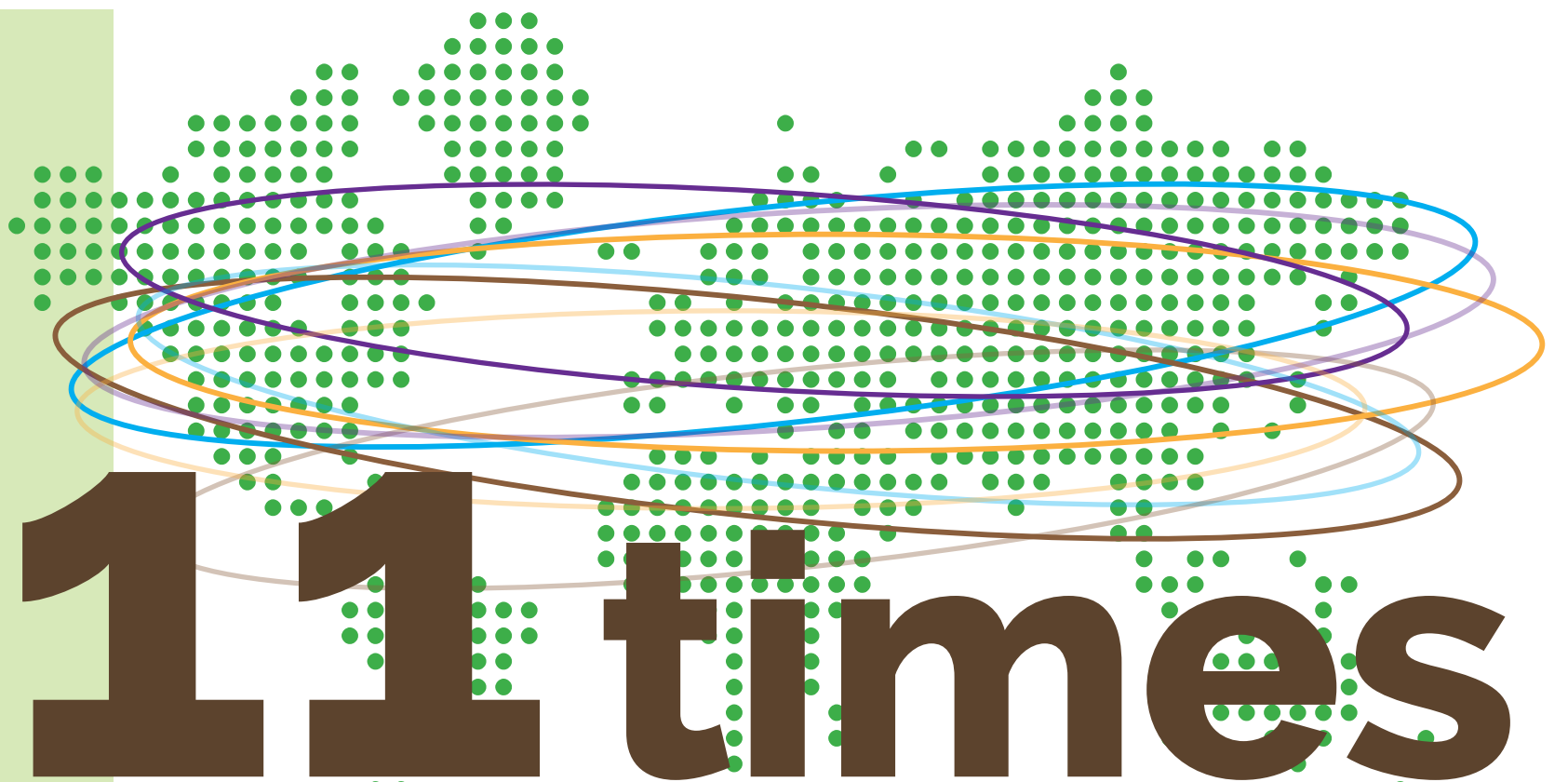


# 10 Billion

**Plastic K-cups® Will Be Purchased This Year**

## THE ECO-IMPACT:

It's been estimated that if you took all the K-cups® to be purchased this year you could make a chain that would circle the Earth 11 times.



# 11 times

**Number of times plastic K-cups® would circle the Earth**

## The Future of Single Serve



PART OF THE CLUB COFFEE PASSION FOR INNOVATION HAS BEEN TO HELP COFFEE & TEA DRINKERS MAKE A DIFFERENCE FOR THE ENVIRONMENT



Club Coffee Single Serve Pods were not designed to work with RIVO or VUE brewing systems. RIVO and VUE are trademarks of their respective owners. Club Coffee Single Serve Coffee Pods are not affiliated with nor approved by Keurig Green Mountain, Inc. K-CUP is a registered trademark of Keurig Green Mountain, Inc.

[www.clubcoffee.com](http://www.clubcoffee.com)