

# National Coffee Day



**PUBLICATION DATE:** Friday, September 30  
**GET INVOLVED BY:** Friday, July 22  
**PRINT/DIGITAL AD MATERIAL DUE:** Friday, September 23  
**INVESTMENT:** SPECIAL NATIONAL FEATURE/CONTRACT RATES APPLY

Canada is the only non-European country among the top 10 places for coffee consumption in the world, with Canadian coffee drinkers consuming an average of 2.7 cups per day. This special feature, timed to coincide with National Coffee Day, explores the current trends, habits and choices of coffee aficionados.

**Proposed topic highlights:**  
**CONSUMER CHOICES** – The brands and products Canadians value most.  
**INNOVATION** – From field to cup, how the process of growing, roasting, packaging and serving coffee is changing.  
**MUST-HAVES** – From nifty cups to coffee-making gear like grinders and espresso-makers.  
**RESEARCH** – New findings about the impact of drinking coffee.

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**GET INVOLVED TODAY. CONTACT:**  
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