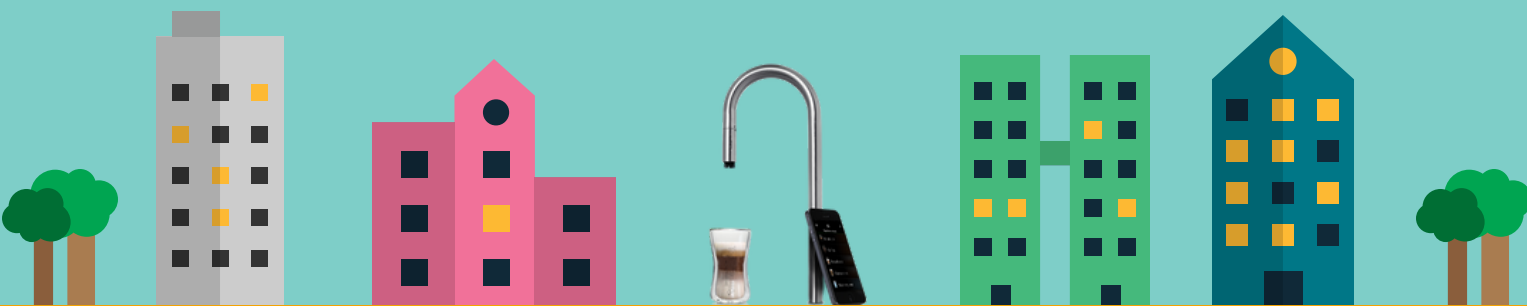


# TopBrewer

## USER FEEDBACK SURVEY

THIS INFOGRAPHIC REPRESENTS THE RESULTS OF A TOPBREWER USER SURVEY OF 699 MIXED PROFILE PREMIUM WORKPLACE USER RESPONDENTS. THE RESULTS OF THE SURVEY DEMONSTRATE THE VALUE OF INTRODUCING PREMIUM CONSUMER COFFEE EXPERIENCE TO THE FUTURE WORKPLACE ENVIRONMENT TO ENHANCE IMPORTANT FACTORS SUCH AS DESIGN, WELLBEING AND COLLABORATION.



### IT'S ALL ABOUT THE WORKSPACE EXPERIENCE



90%

OF RESPONDENTS FELT TOPBREWER WOULD IMPROVE THEIR OVERALL WORKPLACE EXPERIENCE



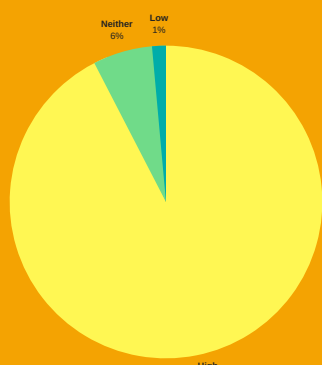
74%

OF RESPONDENTS SAID THE TOPBREWER DESIGN WOULD CREATE MORE OPPORTUNITIES FOR SPONTANEOUS CONVERSATIONS



94%

OF RESPONDENTS SAID THE TOPBREWER USER EXPERIENCE WAS BETTER TO MUCH BETTER THAN THE CURRENT USER EXPERIENCE AVAILABLE\*



92%

OF RESPONDENTS SAID THE QUALITY OF THE TOPBREWER DRINK EXPERIENCE WAS HIGH OR VERY HIGH



\*COMPARED TO CONVENTIONAL TABLETOP PREMIUM BEAN TO CUP COFFEE MACHINE

### STARTING A NEW CONVERSATION...

RESEARCH SUGGESTS CREATING BREAKOUT AREAS OR 'THIRD SPACES' IN THE WORKSPACE HELPS TO INCREASE PRODUCTIVITY & COLLABORATION. THE COFFEE MACHINE IS THE HUB OF SOCIAL INTERACTION IN THE WORKPLACE, WITH PREMIUM COFFEE RANKING CONSISTENTLY HIGH AND OFTEN TOP ON THE LIST OF PREFERRED OFFICE PERKS. CONSUMER RESEARCH INDICATES A HIGH & SUSTAINED UPWARD TREND IN THE DEMAND FOR PREMIUM COFFEE INTO THE FUTURE.



93%

OF USERS FOUND IT DESIRABLE TO TAKE CONTROL OF THEIR OWN EXPERIENCE BY CUSTOMISING DRINKS

99%

OF RESPONDENTS SAID THE TOPBREWER WAS EASY TO USE

80%

OVER 80% OF RESPONDENTS WOULD RECOMMEND TOPBREWER TO OTHER BUSINESS CONNECTIONS.

[WWW.TOPBREWER.CO.UK](http://WWW.TOPBREWER.CO.UK)