



A FINE EXAMPLE OF A DEPARTMENTALIZED COFFEE DISPLAY, IN A RETAIL FOOD SHOP

Segregated coffee departments in retail establishments focus attention upon coffee and afford the dealer the opportunity to demonstrate correct brewing methods, and thus enhance coffee drinking.

or tea per person during the year ending 1933. This leaves 330 meals annually where some other beverage is used—almost one meal per day. Milk, cocoa, coffee substitutes, fruit juices, beer, Coca Cola and other carbonated beverages take the place of coffee or tea. For many reasons some of these cannot be supplanted. As to some of the others, there is a fighting chance. It will be noted that if coffee were used at the extra meals indicated, the per capita would rise by 8.25 pounds, making a total of (for 1933) 20.69—on the assumption of one cup per person per meal. However, for statistical purposes we must consider everyone an actual or a potential coffee consumer, which returns us to the 12.44 pounds per capita consumption, with 483 additional meals where coffee might be drunk—or 12.1 extra pounds per year—a total of 24.52 pounds if the full potential were added to the actual, or substantially double the present consumption.

LIMITATIONS

There are doubtless men in the trade that might aim for such. With a variety of beverages upon the market, each with its protagonists, no one of

these can or will be patronized by all. There is a saturation point beyond which coffee sales cannot reach. On the single cup per meal basis it may not be far from the 20.69 pounds per capita figure already given. This has been closely approached elsewhere.

We can best judge what is possible by what has already been done. Glancing through a list of the main coffee-consuming countries, we find Sweden (1931) with the highest—18.94 pounds—and with a ten-year average (1923-32) of 15.31, or 5.03 pounds more than the United States average of 10.28 pounds during the same ten years. At no time during that period did Sweden drop below 13.80 pounds (1932). In the same decade Norway's per capita consumption was 12.94 pounds—or one-half pound above the United States. One year her per capita was 13.85 pounds.

The coffee-producing countries are striving to supply the trade with the best they have of their product. Further it is assumed that every transaction in the distribution effected by the green coffee and roaster interests is a profitable one and the greater the trade the greater will be the advantage of all concerned. How, then, can consumption