

## **Situation Analysis for Chock full o'Nuts**

Eatzaz Alwanees, Jacqueline Cole, Anna Grace Hand, Kelsey Haltom, Caroline Helms

Department of Journalism and New Media

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Professor Chris Sparks

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## **Brand Analysis, Audit, and SWOT**

### **Overview of Brand History**

William Black founded Chock full o’Nuts in 1926 as a nut shop in New York City. During the Great Depression, the brand changed to selling coffee and sandwiches at lunch stands, eventually becoming a coffee-focused business. The company became a significant player when its canned coffee quickly gained popularity among consumers in grocery stores in 1953. Massimo Zanetti Beverage USA, a famed coffee company worldwide, now owns the name.

Since the beginning, Chock full o’Nuts has kept a strong connection with its New York City roots, using its past as part of its branding. Due to shifting consumer tastes, the business changed its products, packaging, and advertising methods. The brand's first coffee mix was advertised as "heavenly coffee," highlighting quality and price. Even though it has had a few different owners over the years, the company is still a mainstay in the canned coffee market, with loyal customers who like its strong, straightforward taste (Chock full o’Nuts, 2025).

### **Current Role**

Chock full o’Nuts is a simple and strong coffee brand that offers good quality coffee at a reasonable price. It is designed for customers who appreciate affordable options. The brand highlights its New York roots, sense of fun, and straightforward approach. The current marketing effort, "Get New York Roasted," reflects the city's direct and tough character while highlighting the brand's strong coffee. Their current brand voice embodies a similar attitude to the everyday New Yorker: strong, quirky, snarky, yet loyal.

The brand's primary customers are baby boomers, many of whom have been loyal customers for decades. A subcategory of this older demographic is blue-collar, empty nesters. With this, the brand wants to reach younger generations, such as Millennials and Gen Z. Their current strategic plan to complete this goal is to update its image through digital marketing and social media. They currently do not have a TikTok account but have expressed interest in utilizing this channel to reach those new, younger consumers.

## **Brand Challenges**

Chock full o'Nuts is a reputable brand in New York and the Northeast but has struggled to grow its position nationwide. Competing with famous brands like Folgers, Maxwell House, and Starbucks is difficult, especially when people aren't familiar with the brand in areas outside its main markets. Its main customers are mostly Boomers as well as Gen X. To attract Millennial and Gen Z coffee drinkers, Chock full o'Nuts will need to update its image and expand its product line too.

One of the brand's biggest challenges is its limited marketing budget. Chock full o'Nuts is challenged with smaller advertising budgets, unlike big companies that spend a lot on ads. These financial constraints make it challenging to grow in new areas and connect with a larger community. The brand competes strongly with private-label coffee names that have lower prices and are placed in good spots on grocery store shelves.

A significant challenge for Chock full o'Nuts is selling products online and directly to customers. More people are buying coffee online, favoring digital platforms over traditional stores. The National Coffee Association (NCA, 2024) says that online shopping and selling directly to customers have changed how coffee brands interact with people. Chock full o'Nuts has been slow to keep up with this trend. While other companies have started using online sales platforms, the brand can still grow its online presence to better meet current shopping habits.

## **Growth Chances**

Chock full o'Nuts still has a lot of opportunities to grow and thrive in the future. Introducing new products like cold brew, flavored coffee, or mixes made from responsibly sourced ingredients is one strategy to appeal to younger customers. The brand may reach more people with these products because they align with current coffee trends.

Thanks to the proliferation of social media ads, there is yet another chance. Active consumer engagement on Facebook, Instagram, and YouTube can create a more approachable and contemporary brand image. Digital marketing and influencer collaborations could also reach younger customers and increase brand awareness. The brand can improve its presence on online marketplaces like Amazon and

direct sales websites to reach customers beyond its typical areas. Because more people are shopping online, Chock full o'Nuts needs to strengthen its online presence and make reaching customers easier. The brand's engagement with e-commerce sites like Amazon and direct-to-consumer platforms can attract buyers worldwide, not only in its usual hotspots. The National Coffee Association (2024) highlighted the increasing trend of internet shopping, so Chock full o'Nuts must make the most of its website.

The company has an advantage over others since it employs steel cans that can be recycled indefinitely. By promoting sustainability in its advertising, the company can attract consumers who prioritize social and environmental concerns and seek ethical coffee packaging.

Advertising New York culture and entertainment could help build brand loyalty among city residents. Chock full o'Nuts can stand out from its competitors by showcasing its deep ties to the lively and creative culture of New York. Chock full o'Nuts can regain its worth and explore new options by using novel marketing strategies and enhancing its products.

### **Chock full o'Nuts *SWOT***

Chock full o'Nuts has been in business for a long time. In 1926, it opened in New York City as a nut shop. During the Great Depression, it changed its name to a coffee shop. It is a well-known brand of coffee in New York, and people there really stick with it. The campaign "Get New York Roasted" does a good job of making the brand stand out. It tries to appeal to coffee lovers who want good coffee at a price they can afford by using humor and a plain New York-style marketing style. Some of the many goods that Chock full o'Nuts sells are ground coffee, single-serve pods, and instant coffee, which can meet the needs of customers with different tastes and ways of making coffee. Another major strength is its environmentally friendly packing. Unlike competitors who use plastic, this brand uses steel cans that can be recycled over and over again. (Chock full o'Nuts, 2025).

However, Chock full o'Nuts has challenges getting known across the country, even though it has a strong footprint in New York. This makes it harder for it to compete with more prominent brands across the US. Another problem is that its customers are getting older. Younger people like specialty and

third-wave coffee brands that focus on artisanal brewing, sustainability, and unique tastes. (Chock full o’Nuts, 2025).

Additionally, canned coffee is experiencing a decline in demand as modern coffee drinkers prefer single-serve pods, cold brews, and ready-to-drink coffee options. (National Coffee Association, 2024) Brands with larger marketing budgets, such as Folgers, Maxwell House, and Café Bustelo, can more easily compete on a national scale, which is another significant drawback of this one. (Chock full o’Nuts, 2025).

Even with these challenges, Chock full o’Nuts has a lot of chances to grow. By going beyond its primary market in New York and into places like the Mid-Atlantic and Southeast, it could get more customers and raise awareness of the brand. (Chock full o’Nuts, 2025). The brand can also get younger customers by focusing on social media marketing, partnerships with influencers, and new products. For example, they could make cold brew, organic coffee, and flavored mixes that match changing consumer tastes. (Chock full o’Nuts, 2025). Other significant growth opportunities can be found in increasing e-commerce and direct-to-consumer sales through sites like Amazon, online grocery stores, and social media-driven commerce. (National Coffee Association, 2024). Also, forming agreements with grocery stores and coffee shops can help the brand stand out in the market and open more stores (Chock full o’Nuts, 2025).

However, Chock full o’Nuts faces several threats in the coffee business that is becoming more and more competitive. It's hard for Chock Full o’Nuts to get its products in more stores because of big names like Maxwell House, Folgers, McCafe, Starbucks, and private-label store brands (Chock full o’Nuts, 2025). Traditional canned coffee brands are also facing competition from specialty and third-wave coffee brands, which focus on premium, socially sourced coffee and craft brewing methods (Chock full o’Nuts, 2025). Rising prices for coffee beans and other economic factors can also affect how much people spend and how much it costs to make something (National Coffee Association, 2024). Younger coffee drinkers are also becoming more interested in cold brew, and ready-to-drink coffee drinks, which makes it harder for coffee shops to stay competitive (National Coffee Association, 2024).

That concludes that Chock full o'Nuts has a strong history, a cheap premium positioning, and sustainable packaging. Still, it needs to deal with problems like losing its national recognition, consumers' changing tastes, and increased competition. To stay ahead of the competition, the brand should focus on entering new markets, improving its online marketing and sales, and coming up with new coffee goods. Chock full o'Nuts can bring in new customers and keep the ones it already has by focusing on its history, efforts to be environmentally friendly, and strong brand identity.

## **Competitive Landscape**

### **Industry and Category**

In 2023, the National Coffee Association (NCA) released the U.S. Coffee Economic Impact Report, highlighting coffee as America's most popular beverage after bottled water. According to the report, over 70% of American adults drink coffee each week (NCA, 2023). Beyond popularity and consumption, coffee plays a vital role in the U.S. economy, supporting communities in every state and territory. Consumers collectively spend more than \$300 million on coffee products daily—amounting to nearly \$110 billion annually (NCA, 2023). The industry also drives employment, generating over 2.2 million U.S. jobs and more than \$100 billion in wages each year. Since 2015, the total economic impact of the coffee industry in the United States has surged by 52.4% (NCA, 2023).

### **Direct Competitors**

According to Brand Manager of Chock full o'Nuts, Amber Carson, the brand's top direct competitors are Folgers, Maxwell House, and Café Bustelo.

#### *Folgers SWOT*

Folgers dominates the market with a significant share and strong brand recognition, making it a household name for decades. Its famous jingle, "The Best Part of Waking' Up is Folgers in Your Cup," has cemented its place in American homes. Their market share accounts for over 25% of the U.S. ground coffee market in 2020 (Beverage Industry Magazine, 2020a). This dominant position underscores its widespread brand recognition and consumer loyalty. A 2020 survey revealed that Folgers was the most commonly used coffee brand in households, with nearly 40% of respondents indicating that they had

Folgers in their homes (Beverage Industry Magazine, 2020b). However, it faces challenges related to consumer perception, as some view it as a mass-market brand rather than a premium coffee option. Consumers who view Folgers as less sophisticated or premium may opt for other brands in the single-serve category that are marketed as offering higher quality or more specialized flavors, such as Starbucks or Dunkin' (Beverage Industry Magazine, 2020a). This consumer perception can influence purchasing decisions, particularly in the single-serve coffee segment, where premium and convenience-focused options tend to dominate. Opportunities for Folgers lie in diversifying its product offerings, especially in the specialty coffee segment, and investing in sustainability initiatives to appeal to environmentally conscious consumers. However, the brand must contend with increasing market saturation and shifting consumer preferences toward artisanal and specialty coffee brands.

#### *Maxwell House SWOT*

Maxwell House is renowned for its long-standing presence and diverse product offerings. In 2020, it held approximately 10.5% of the U.S. ground coffee market (Beverage Industry Magazine, 2020a). Despite its established reputation, this percentage indicates its market share has been declining over the years, partly due to competition from both premium brands and newer specialty coffee companies. Opportunities for Maxwell House include innovating with new flavors. However, the brand faces the threat of maintaining relevance in the market due to intense competition and price sensitivity with their K-cups being the most expensive per ounce between all four companies.

#### *Café Bustelo SWOT*

Café Bustelo distinguishes itself with its rich, espresso-style coffee, resonating particularly with Hispanic communities as its branding really leans into their Latin heritage (Café Bustelo, 2025). Compared to the other three brands, Café Bustelo's has a much smaller product line which may limit its market reach. The brand only has five different blends for ground coffee and three different options for their single-serve K-cups. Expanding distribution channels and introducing new products, present viable growth opportunities. The brand must navigate the threats and challenges of relying on a specific consumer segment and facing competitive pressures from larger brands.



## Indirect Competitors

While Chock full o'Nuts competes directly with established brands, its indirect competitors include supermarket and private label brands such as Great Value from Walmart and Kirkland Signature from Costco. Another indirect competitor is popular coffee chains such as Starbucks and Dunkin'. All these brands are fighting for the same consumer dollars by addressing similar needs.

### *Great Value and Kirkland SWOT*

Private-label coffee brands like Walmart's Great Value and Costco's Kirkland Signature offer affordability and convenience, making them strong competitors in the at-home brewing market. Their biggest strength lies in competitive pricing and widespread availability. These brands benefit from built-in customer trust and loyalty through their respective retailers, leveraging store placement and bulk pricing to drive sales. However, they face challenges in brand differentiation and consumer perception, as they are often seen as budget alternatives rather than premium options. Unlike major coffee chains, private-label brands lack strong marketing campaigns and loyalty programs, relying instead on in-store promotions and retailer advertising. They compete in the K-Cup market, offering cost-effective alternatives, but struggle to establish a presence in specialty coffee or café-style beverages. While they dominate in affordability and accessibility, their capability gaps in branding, innovation, and premium positioning limit their market expansion.

### *Starbucks and Dunkin' SWOT*

Starbucks and Dunkin' have been popular coffee chains for decades and are two of the most recognizable brands in the industry. They have shifted the way people view coffee and have redefined the coffee industry. Both brands have now continued their brand with a large product line available for consumers to purchase and make in their own homes. In a recent survey, Starbucks was chosen by nearly 50% of respondents as their favorite coffee brand, closely followed by Dunkin' (Drive Research, 2024). Starbucks dominates the premium coffee market with customization and a strong global presence, while Dunkin' offers affordability and speed. Both leverage loyalty programs and retail expansion, including K-Cups, ground coffee, and bottled drinks, to capture both to-go and at-home consumers. However,

Starbucks' high prices can deter budget-conscious customers, while Dunkin's franchised model leads to inconsistent service. Neither brand is a top choice for bulk home brewing compared to Folgers or Maxwell House. Expanding in the ready-to-drink and international markets presents growth opportunities, along with digital investments in mobile ordering and delivery. Threats include competition from at-home brewing solutions like Keurig and private-label coffee brands. The highly competitive K-Cup market and rising coffee prices could impact profitability. While both brands hold strong market positions, they must navigate price sensitivity, at-home brewing trends, and operational consistency to sustain growth.

### **Collaborators**

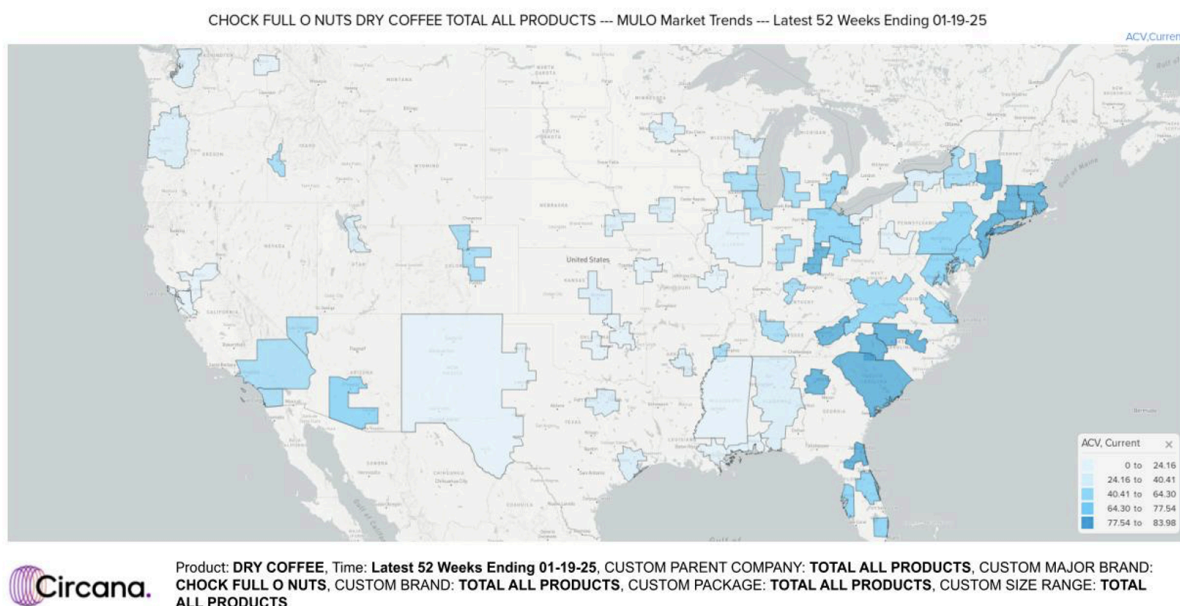
#### **Suppliers & Distributors**

Chock full o'Nuts is privately owned by Massimo Zanetti Beverage USA, which also serves as their supplier. Massimo Zanetti Beverage USA acquired the brand from its previous owner Sara Lee in 2005 (Craves, 2013). Headquartered in Suffolk, Virginia, Massimo Zanetti Beverage USA is "currently the fourth largest coffee manufacturer in the U.S." (Massimo Zanetti Beverage USA "Distribute"). Utilizing its partnerships with specific coffee mills in Brazil, Costa Rica, and Honduras has allowed the company to process coffee efficiently and effectively (Massimo Zanetti Beverage USA "Process"). In addition to their various international coffee mills, the company also has its own domestic coffee mill that operates in Hawaii (Massimo Zanetti Beverage USA "Process").

The brand's primary distributors are Ahold Delhaize, Amazon, Kroger, Costco, and Walmart. However, as noted by Brand Manager of Chock full o'Nuts, Amber Carson, Walmart's distribution is specifically shipped to their core market, the Eastern Seaboard (Carson, 2025). Amber Carson also stated they have stronger distributions where the ports are among the Eastern Seaboard (Carson, 2025). The Circana All Commodity Volume (ACV) map illustrates a clear picture as to where the brand is seeing the most sales.

**Figure 1**

CFON Market Trends



*Note.* Circana CFON Market Trends All Commodity Volume Map. From *Investigate the Brand and Competition*, by C. Sparks, 2025.

Referencing the ACV map (Figure 1) that was provided by Amber Carson, there are prominent areas where Chock full o’Nuts is doing particularly well in sales, which aligns closely with their distribution areas. States such as New York, New Jersey, Massachusetts, Rhode Island, Connecticut, South Carolina, parts of Southern California, North Carolina, Florida, and Ohio are excelling in sales compared to other distribution areas. It’s important to highlight that Ahold Delhaize, a food retailer company, consists of brands such as Food Lion, The Giant Company, Giant, Stop & Shop, and Hannaford (Ahold Delhaize *Our Brands*). These retailers, which are primarily along the Eastern Seaboard, Chock full o’Nuts core market, are distributing their coffee products. Therefore, prioritizing this specific distributor is vital to the success of the Chock full o’Nuts brand. This is not to say that the other distributors are not important, but their stores are all over the country, and online, whereas Ahold Delhaize retail stores are in a specific region of the country where Chock full o’Nuts seems to thrive.

## Partners & Sponsorships

Chock full o'Nuts biggest partner is the Jackie Robinson Foundation, a non-profit that has funded millions of grants to their organization's scholars ("Jackie Robinson Foundation Teams with Chock full o'Nuts to Celebrate 75 the Anniversary of Breaking Baseball's Color Barrier," 2022). Jackie Robinson had a personal connection to the brand, as he served as the Vice President of Personnel for Chock full o'Nuts from 1957-1964 ("Jackie Robinson Foundation Teams with Chock full o'Nuts to Celebrate 75 the Anniversary of Breaking Baseball's Color Barrier," 2022). An athlete with this kind of star power and historical significance gave great reward to Chock full O'Nuts. The brand and organization partnered together in 2022 to commemorate the 75<sup>th</sup> anniversary of Jackie Robinson making history as being the first African American player in the MLB ("Jackie Robinson Foundation Teams with Chock full o'Nuts®to Celebrate 75 the Anniversary of Breaking Baseball's Color Barrier," 2022). This partnership featured special limited-edition packaging and Chock full o'Nuts donated a portion of the proceeds to the Jackie Robinson Foundation so they can continue their work towards enhancing their scholar's academic lives ("Jackie Robinson Foundation Teams with Chock full o'Nuts to Celebrate 75 the Anniversary of Breaking Baseball's Color Barrier," 2022).

While this partnership holds much value to the brand, according to Amber Carson, the company currently has no sponsorships (Carson, 2025). However, they have been involved with different organizations in the past. Amber Carson mentioned a couple of the brand's past sponsorships including the MLB and the NYC half marathon (Carson, 2025). Both organizations would be useful to consider sponsoring again, as they provide great exposure and networking opportunities for the brand and in turn, have the opportunity to increase sales.

Furthermore, Chock full o'Nuts has had notable product placement in the past. The steel canned coffee product itself has been featured in a variety of movies and TV shows such as Stranger Things, Superbad, Book Club, The Next Chapter, and Blue Bloods just to name a few (Carson, 2025, slide 17). Strategically using product placement and integrating that into a marketing campaign or brand partnership could potentially increase Chock full o'Nuts brand recognition.

## **Service Providers**

Chock full o’Nuts current marketing strategy mostly consists of digital advertising (Carson, 2025). Amber Carson shared that as of now they are inactive with PR, the best PR opportunity they have currently is the Jackie Robinson Foundation. In the past, they have partnered with agencies, most recently GKV Agency, an integrated marketing agency based out of Baltimore, Maryland. Chock full o’Nuts partnered with them in 2019 in hopes of increasing brand exposure. The agency worked with Chock full o’Nuts on different campaigns for paid digital media, social media, and website work to develop connections with coffee drinkers. (Collins, n.d.).

## **Climate and Content**

### **Political Landscape**

Government regulations and trade policies influence coffee pricing and sourcing. Chock full o’Nuts must navigate tariffs and trade agreements, mainly when importing beans from countries like Colombia and Brazil, which contribute to roughly 50% of global coffee production (Coffee Market Report, 2024) (UN Comtrade, 2024). The United States, as the world’s leading coffee importer, brought in approximately \$8.2 billion worth of coffee in 2023, including over \$2.2 billion from Colombia alone (UN Comtrade, 2024). Given the scale of U.S. imports, any shifts in global trade policies or international political tensions could directly impact Chock full o’Nuts’ pricing and supply chain stability. Changes in U.S. trade relations with major exporting nations such as Brazil and Colombia could lead to higher tariffs on agricultural imports, affecting the brand’s ability to maintain competitive pricing. Additionally, policies like the U.S.-Mexico-Canada Agreement may influence the sourcing of packaging materials or logistics costs (Office of the United States Trade Representative, n.d.).

Environmental regulations also impact operations, with the brand’s use of recyclable steel cans providing a sustainable advantage over competitors using plastic tubs (Environmental Protection Agency, 2024). As sustainability concerns grow alongside increasing global coffee consumption—reaching 178 million 60kg bags in 2022/23—compliance with environmental standards will be crucial (UN Comtrade, 2024). As concerns about deforestation and carbon emissions grow, stricter policies—such as the EU’s

recent ban on imports linked to deforestation—could set a precedent for future U.S. regulations, affecting sourcing strategies (European Commission, n.d.). Increasing pressure to comply with sustainability standards, including fair-trade and organic certifications, may influence branding, production choices, and marketing efforts.

Labor laws and workforce regulations also play a crucial role in production costs, particularly in roasting and packaging facilities. Minimum wage increases in New York and other states and stricter worker protection laws could drive up labor expenses, requiring Chock full o’Nuts to implement cost-effective strategies while ensuring compliance (New York State Department of Labor, n.d.). Additionally, changes in U.S. immigration policies could impact the availability of labor in coffee-producing countries, affecting supply chains and pricing. As many coffee-producing regions rely on migrant workers to harvest crops during peak seasons, stricter U.S. immigration laws can discourage this migration, leading to labor shortages in those areas (Verité, n.d.). This can result in reduced coffee production, lower quality beans, and potential exploitation of remaining workers due to increased demand for their labor (Verité, n.d.).

At the federal and state levels, business incentives may offer opportunities for cost savings. As a historic New York brand, Chock full o’Nuts could benefit from tax incentives supporting long-established businesses (Business Incentives, 2024). Further, potential subsidies for sustainable packaging or energy-efficient roasting equipment may provide financial advantages that align with evolving environmental policies. By strategically utilizing these incentives and policies, Chock full o’Nuts can enhance its financial stability while reinforcing its commitment to sustainability and innovation. This proactive approach helps reduce expenses and strengthens the brand’s reputation as an environmentally responsible and community-oriented coffee company.

Beyond domestic regulations, geopolitical instability in coffee-producing regions poses risks to sourcing and pricing. Political unrest in countries like Colombia and Brazil, trade restrictions, or sanctions could disrupt supply chains, leading to shortages or increased costs. Additionally, global shipping regulations, fuel price fluctuations, and logistical challenges may further affect transportation expenses.

Given inflationary pressures and Federal Reserve policies impacting interest rates, Chock full o’Nuts must also adapt its pricing and expansion strategies to shifting economic conditions.

The brand must navigate a complex political landscape, balancing trade policies, labor laws, environmental regulations, and global economic shifts to ensure cost-effective operations and long-term sustainability.

### **Social & Cultural Influences**

Chock full o’Nuts has deep roots in New York and a strong following among older consumers. Most of its customers are 55 and older, appreciating its long-standing reputation and traditionally brewed coffee (Winmo). Many are also budget-conscious, looking for quality coffee at a good price. However, attracting younger customers is challenging since they prefer trendy coffee shops and specialty coffee brands (National Coffee Association, 2024). For younger consumers, coffee is more than just a morning routine—it's a lifestyle choice and social experience. They are drawn to unique flavors, cold brews, and innovative brewing methods, making it essential for Chock full o’Nuts to explore new product offerings to stay relevant (Fromm, 2023).

Coffee consumption now begins at a younger age, marking a shift in generational habits. While adults aged 35 and older typically had their first coffee experience between 18 and 20, today's younger consumers start much earlier—on average, at age 15 for those currently aged 18-24 (Olsen, n.d.). As coffee culture evolves, the category continues to balance innovation with tradition, adapting to new preferences while maintaining consistency for loyal drinkers. Notably, one in three Gen Z, Millennial, and Gen X coffee consumers identify as coffee enthusiasts (Olsen, n.d.). However, despite growing interest in specialty coffee, convenience remains a top priority, particularly for at-home coffee preparation, reinforcing the need for ready-to-drink and single-serve options that offer both quality and ease.

While cold coffee beverages have dominated recent trends, nearly 30% of consumers report drinking more hot coffee than they did last year, a shift primarily driven by Gen Z and Millennials (Olsen, n.d.) This suggests that coffee routines are dynamic, evolving alongside younger consumers who seek variety in their daily habits. Additionally, as post-pandemic work and hybrid lifestyles continue to reshape

daily schedules, coffee consumption patterns have become more fluid (Bloom, 2021). Consumers now rely on different coffee formats to suit their needs throughout the week, signaling that the traditional morning coffee routine is no longer a one-size-fits-all experience but rather an adaptable routine that changes with the demands of modern life.

The cultural significance of coffee in New York presents both an opportunity and a challenge. Coffee culture in the city has evolved, with independent coffee houses, coffee roasters, and national chains shaping how people consume and experience coffee. The brand's deep NYC identity could be further leveraged through cultural partnerships, such as collaborations with local artists, street vendors, or iconic New York institutions. Positioning Chock full o'Nuts as a symbol of New York authenticity could strengthen its connection with younger audiences who value heritage with a modern twist.

Social media and influencer culture also play a major role in shaping coffee trends. While the "Get New York Roasted" campaign uses humor and bold messaging to attract audiences, Chock full o'Nuts has yet to fully capitalize on platforms like TikTok. Many competing brands have leveraged TikTok for viral marketing, influencer collaborations, and user-generated content, making it a key channel for engaging younger demographics. Coffee-related trends—such as aesthetic coffee-making videos, ASMR brewing content, and "coffee talk" influencers—have the potential to enhance the brand's relevance.

Without a TikTok presence, Chock full o'Nuts may miss opportunities to connect with new audiences and enhance brand awareness. The potential for TikTok to boost brand awareness is significant. With 71.2% of TikTok shop users purchasing products after seeing them in their feed or Stories, Chock full o'Nuts could tap into a highly responsive audience (West, 2024). Additionally, 55% of TikTok users have made an impulse purchase on the platform, which emphasizes TikTok's effectiveness in driving immediate consumer action (West, 2024). This is especially important as younger generations, who are increasingly driving coffee consumption trends, are highly active on TikTok. Interestingly, 49% of Gen Z users make purchases directly on TikTok, and 61% of marketers use the platform for influencer marketing, showing just how influential TikTok is for modern brand strategies (West, 2024).



The popularity of influencer-driven content on TikTok further offers an opportunity. Influencers, primarily micro and nano-influencers with smaller but highly engaged audiences, have higher engagement rates. For example, nano-influencers (1k-10k followers) see engagement rates as high as 76.23%, showing that Chock full o'Nuts could achieve significant visibility even with smaller-scale collaborations (West, 2024). The rise of influencer-led coffee content, like DIY coffee recipes or taste tests, could help Chock full o'Nuts build credibility and connect with younger, trend-driven consumers.

By not establishing a strong presence on TikTok, Chock full o'Nuts risks missing out on these powerful marketing trends. The platform's visual nature and the popularity of coffee-related content align perfectly with evolving consumer behaviors, from impulse purchases to brand discovery. With TikTok's ability to influence trends and buying decisions, Chock full o'Nuts has an untapped opportunity to grow brand awareness and relevance among a younger, highly engaged audience.

Shifting consumer habits also reflect changing lifestyles, including the rise of work-from-home culture and an increasing demand for convenience (Bloom, 2021). According to the National Coffee Association's (2024) annual report, 83% of past-day coffee consumers reported having a coffee at home (Jacobsen, 2023). The same study explored the preparation methods that consumers are utilizing for coffee. Drip coffee maker machines were used by 41% of past-day coffee drinkers. The next most popular were single-cup brewers at 28%, with cold brewing (11%) and then espresso machines (9%) (Jacobsen, 2023). With more people brewing coffee at home rather than frequent coffee shops, this leads to a growing market for single-serve coffee pods, ready-to-drink beverages, and subscription services. Chock full o'Nuts could tap into this trend by offering home-brewing solutions, premium coffee blends, and direct-to-consumer options. Additionally, partnerships with coworking spaces or office supply companies could help introduce the brand to professionals looking for quality coffee at work.

Sustainability and ethical sourcing are also becoming increasingly important in consumer decision-making. Chock full o'Nuts' commitment to sustainability through the use of infinitely recyclable steel cans and reducing plastic in its coffee pods is aligned with broader consumer and industry trends that

are increasingly focused on environmental impact, while also ensuring that the flavor and aroma of its coffee remain untainted by plastic.

The issue of plastic waste has been a growing concern globally, with an estimated 11 million tons of plastic entering the oceans each year (*Plastics in the Ocean*, n.d.). The move away from plastic in single-use coffee pods is particularly important, as the coffee pod market is one of the major contributors to the global plastic waste crisis. Traditional plastic coffee pods are notoriously difficult to recycle due to their mixed materials (plastic and aluminum) (Raje, 2024). It was estimated that 62 billion pods are used annually in North America and Europe, and yet only 27% are recycled (WasteNot Compost, 2023). The number of coffee pods currently landfilled in a year is enough to circle the globe more than 12 times. (WasteNot Compost, 2023). Many of these end up in landfills, where they take centuries to decompose (Raje, 2024).

Chock full o'Nuts' decision to eliminate plastic in its coffee pods and opt for recyclable materials like steel reflects an increasing consumer preference for brands that prioritize sustainability. A Nielson report found that 66% of global consumers are willing to pay more for sustainable products and brands, highlighting the growing demand for eco-conscious choices (Rudominer, n.d.). This aligns with Chock full o'Nuts' efforts to appeal to environmentally aware consumers who value both quality and sustainability in their coffee products.

While Chock full o'Nuts' recyclable steel cans align with environmentally conscious values, there is potential to expand sustainability initiatives further (Environmental Protection Agency, 2024). Introducing compostable coffee pods, fair trade-certified beans, or carbon-neutral production methods could help the brand appeal to eco-conscious coffee drinkers. Highlighting ethical sourcing and responsible production could also strengthen the brand's positioning in a market where sustainability is a growing concern.

Health-conscious trends are another factor shaping coffee consumption. Consumers increasingly opt for organic, low-acid coffee, plant-based creamers, and sugar alternatives. This surge is driven by a growing awareness of the health benefits associated with organic products and a preference for

chemical-free, natural food options. Organic coffee, in particular, is gaining traction as consumers are becoming more aware of the environmental and health benefits associated with organic farming. A study found that, on average, people are willing to pay an additional US\$1.36 per pound for coffee produced in an eco-friendly way, with a particular preference for coffee labeled as "Organic" (Specialty Coffee Association, 2021). This trend highlights the growing demand for sustainably produced coffee.

Additionally, low-acid coffee options are becoming increasingly popular, as many consumers seek beverages that are gentler on their digestive systems and reduce the risk of acid reflux. These trends align with broader health and wellness movements, where consumers are making conscious choices about the food and beverages they consume. In the same study, consumers demonstrated a positive and significant willingness to pay more for Fair Trade, Organic, and Country of Origin Labeling certified coffees (Specialty Coffee Association, 2021). While the desire for "locally produced" coffee was less significant, the emphasis on Organic and eco-friendly certifications shows a clear consumer preference for quality and sustainability in their coffee choices (Specialty Coffee Association, 2021).

Overall, Chock full o'Nuts stands at a crossroads between maintaining its legacy with older, budget-conscious consumers and attracting younger, trend-driven coffee drinkers. As coffee culture evolves, the brand must adapt to changing preferences. The rise of social media, especially platforms like TikTok, offers a valuable opportunity to reach younger audiences and further strengthen brand awareness through influencer partnerships and viral content. Additionally, as sustainability and health-conscious trends continue to shape consumer behavior, Chock full o'Nuts has the chance to expand its sustainability initiatives and appeal to eco-conscious coffee drinkers. By blending its New York heritage with modern innovations and staying relevant to the shifting demands of today's coffee drinkers, Chock full o'Nuts can ensure its continued relevance and growth in a competitive market.

### **Economic Trends**

Economic factors like inflation and changing coffee prices affect how people spend their money. Chock full o'Nuts is known for being a high-quality yet affordable brand, competing with premium and

budget coffee options. As costs rise, the company must find a way to stay affordable while keeping its strong brand value.

Inflation significantly affects coffee prices, influencing production costs and consumer purchasing habits. As the cost of living rises, consumers become more price-conscious, often seeking budget-friendly alternatives. Chock full o’Nuts is well-positioned as a high-quality yet affordable brand, making it attractive to consumers cutting back on discretionary spending.

The global coffee market is growing steadily, with revenue expected to reach \$521.89 billion by 2029, growing at a 1.9% annual rate (Table II) (Coffee: Market Data & Analysis, 2024, p. 14). The at-home coffee market is expanding even faster, projected to reach \$108.40 billion by 2029 with a 3.4% annual growth rate (Table I) (Coffee: Market Data & Analysis, 2024, p. 12). This means more people are choosing to brew coffee at home, likely due to cost concerns and changing lifestyle habits. During economic downturns, premium coffee brands may struggle, while affordable yet high-quality options like Chock full o’Nuts can attract budget-conscious consumers (Table II) (Coffee: Market Data & Analysis, 2024, p. 14). The ability to offer competitively priced coffee without sacrificing quality will be crucial for maintaining customer loyalty in a fluctuating economic climate.

As one of the largest coffee-importing nations, the United States imported \$8.2 billion worth of coffee in 2023, with \$2.2 billion coming from Colombia alone (UN Comtrade, 2024). Given the scale of imports, any trade policy shifts, tariffs, or supply chain disruptions could significantly impact pricing. Coffee bean prices are highly sensitive to global economic conditions, including climate change, transportation costs, and political instability in coffee-producing regions like Brazil and Colombia. Labor shortages in these countries, increased by stricter immigration policies, could drive up production costs, reduce output, and lead to supply chain delays (Verité, n.d.). If the U.S. enacts new tariffs on coffee imports or supply chain disruptions continue, Chock full o’Nuts may face increased production costs, requiring strategic pricing adjustments or alternative sourcing strategies.

With the rise of digital commerce and direct-to-consumer sales, the way consumers purchase coffee is shifting. While Chock full o’Nuts is available on platforms like Amazon, online competition

remains powerful. To stand out, the brand could invest in digital marketing and influencer partnerships to increase visibility and drive online sales. Additionally, subscription-based coffee services are becoming more popular, with more consumers opting for coffee at home, a growing segment driven by convenience-seeking consumers (Table I) (Coffee: Market Data & Analysis, 2024, p. 12). Additionally, TikTok's influence on impulse buying presents another economic opportunity. With 55% of TikTok users making impulse purchases on the platform and 49% of Gen Z buyers purchasing products directly from TikTok, investing in influencer partnerships could drive significant revenue growth (West, 2024).

Broader economic concerns, such as recessions and changes in disposable income, also influence coffee purchasing habits. The average revenue per capita for at-home coffee is expected to grow to \$13.45 by 2029, reflecting an increase in consumer spending on home-brewed coffee (Table III) (Coffee: Market Data & Analysis, 2024, p. 17). Additionally, 83% of past-day coffee consumers reported having coffee at home, reinforcing the strength of the at-home market (Jacobsen, 2023). The growing demand for affordability and convenience suggests that single-serve coffee pods, ready-to-drink options, and bulk coffee purchases will remain strong market segments. With single-cup brewers making up 28% of home coffee preparation, expanding into compatible pod systems or reusable coffee pod solutions could boost sales (Jacobsen, 2023).

The economic landscape presents both challenges and opportunities for Chock full o'Nuts. Rising inflation and shifting consumer spending habits make affordability a key selling point, while global trade conditions and supply chain stability remain critical concerns. The expanding at-home coffee market and the growth of e-commerce provide strategic growth opportunities. By leveraging economic trends, investing in digital sales, and maintaining price competitiveness, Chock full o'Nuts can strengthen its market position and ensure long-term financial success in an evolving coffee industry.

Table I

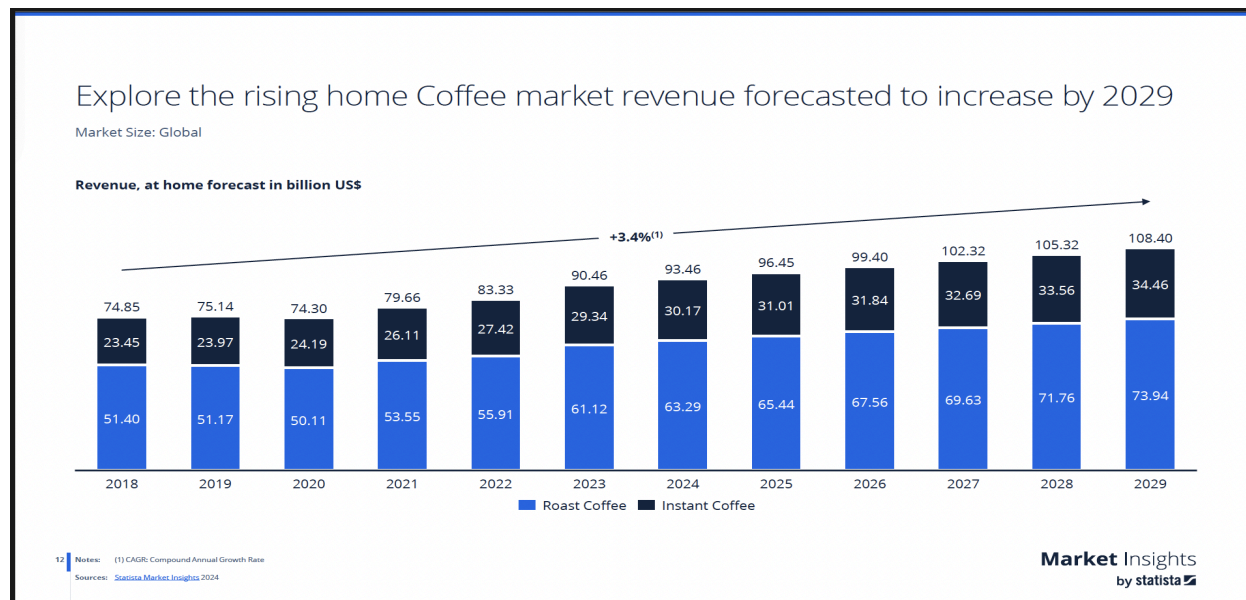


Table II

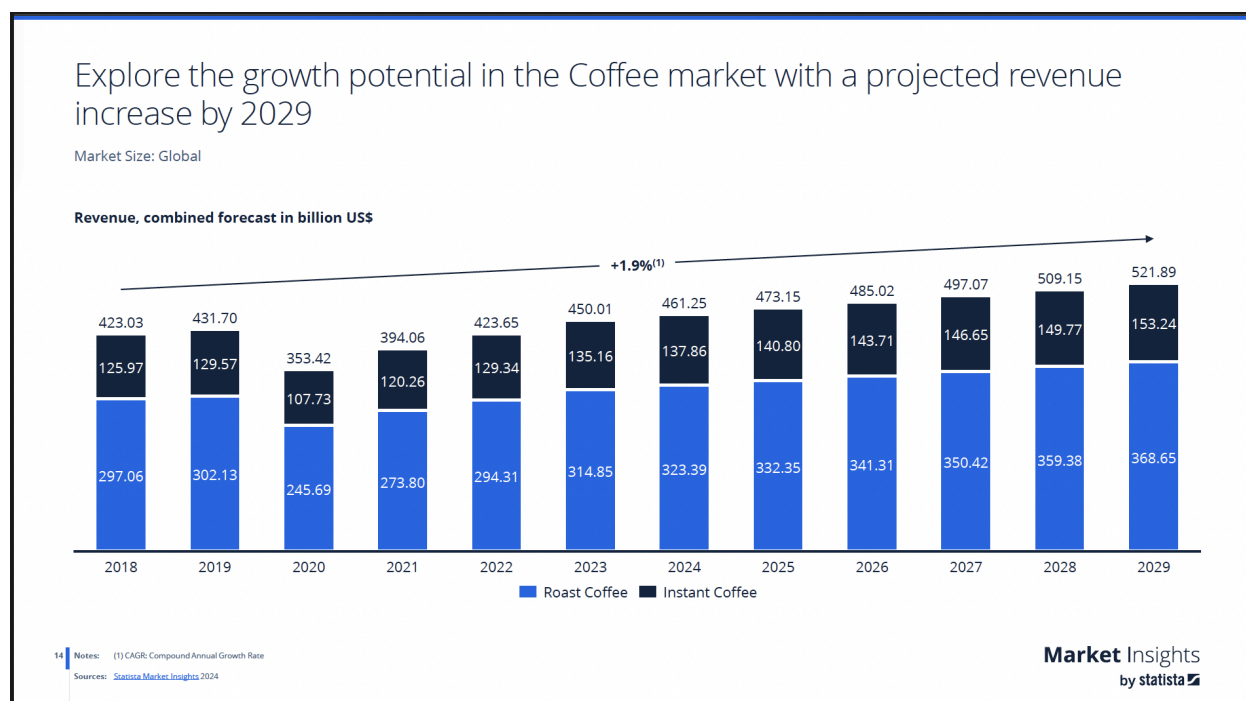
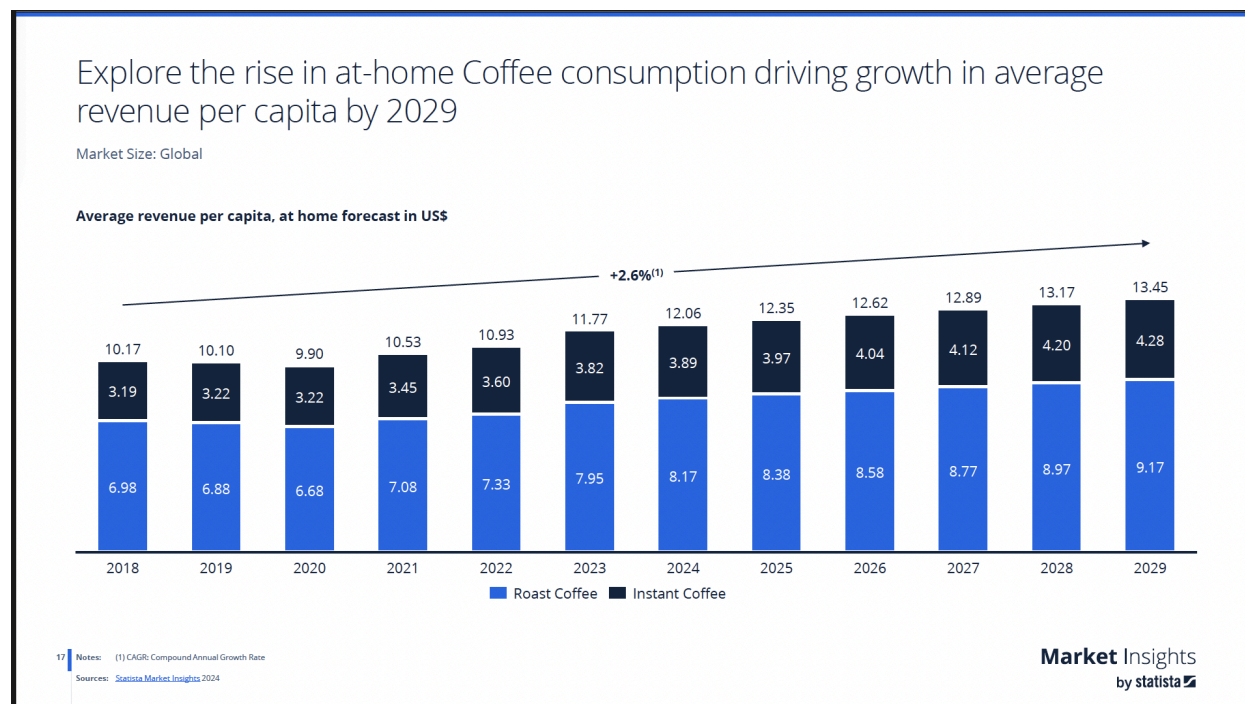


Table III



## Consumer and Customer Analysis

### Consumer Analysis

The coffee industry is a global powerhouse valued at \$132.1 billion in 2024 and is expected to grow to \$166.4 billion by 2029. (O'Connor & Cabrera, 2024). As one of the most widely consumed beverages worldwide, coffee plays a significant role in both cultural traditions and economic markets. Consumers' preferences and behaviors continue to evolve, influenced by factors such as convenience, health, trends, and sustainability concerns. Among the many brands competing for consumer attention, Chock full o'Nuts has maintained a strong presence in the market, known for its rich history and signature blends. This analysis explores the key drivers behind coffee consumption, focusing on consumers' needs, brand preferences, purchasing behaviors, and the channels through which coffee is bought and consumed. By examining these aspects, businesses can better understand shifting market dynamics and position themselves competitively. Insights from industry reports and market research services as the foundation

for this analysis, highlighting the latest trends and innovations shaping the coffee industry (O'Connor & Cabrera, 2024).

### **Market Distribution**

The coffee market distribution is led by the United States which has a \$85 billion revenue compared to the second market distribution which is Japan at \$35.4 billion (Table I) (Statista, 2024a). The United States leads coffee market distribution because of its coffee culture and consumer demand. Consumer demand and coffee culture go hand in hand with market distribution because the culture in the USA depends on coffee for its caffeine content, taste, and social interactions. There are various market segments within the coffee industry. Roast coffee has a dominant share with \$75.3 billion in revenue while instant coffee accounts for \$13.25 billion (Table II) (Statista, 2024b). It is predicted that both roast and instant coffee market segments will continue to grow, but roast coffee will continue to take the lead. It is also predicted that the current coffee market is at \$132.1 billion and will grow to \$166.4 billion by 2029 (O'Connor & Cabrera, 2024). The coffee industry will continue to grow and be dominant in the United States.

### **Needs and Preferences**

Customer needs and preferences in the coffee industry can be categorized by looking at consumption rates, coffee selection, and brand preferences. Coffee remains stable in American culture with 67% of U.S. adults drinking it daily and 26% opting for espresso-based beverages (Table III) (National Coffee Association, 2024). Specialty coffee, particularly ready-to-drink (RTD) products, is growing in popularity, with 41% of consumers favoring these convenient options (Table IV) (Drive Research, 2024a). Customers prioritize taste and indulgence as their primary motivations for purchase, reinforcing the importance of flavor profiles and quality in driving brand loyalty (O'Connor & Cabrera, 2024). Millennials and Gen Z emphasize convenience, preferring quickly accessible formats like RTD, instant mixes, and app-powered ordering (O'Connor & Cabrera, 2024). Younger consumers are also shifting towards premium and specialty blends, valuing unique flavors, ethical sourcing, and craftsmanship, pushing brands to innovate while maintaining quality. These purchasing habits reinforce



Gen Z's core qualities in sustainability and quality-conscious purchasing (O'Connor & Cabrera, 2024).

This landscape presents challenges and opportunities for coffee brands requiring them to balance tradition with innovation to remain competitive in the marketplace.

### **Consumer Behavior and Purchasing Channels**

Consumer behaviors and purchasing channels can be categorized by various trends that have evolved over the years. Over 70% of U.S. consumers drink coffee daily, with domestic consumption rising by 2.5 million 60-kilogram bags over the past decade (Table IV) (Drive Research, 2024a). Brand preferences remain strong, with Starbucks leading at nearly 50%, followed by Dunkin' at 44.8%, and Folgers at 29.4% (Table IV) (Drive Research, 2024a). Looking specifically into each generational segment Dunkin' is favored by Baby Boomers at 37.6% while Starbucks is preferred at almost 50% for millennials, Gen Z, and Gen X (Table V) (Drive Research, 2024b). While budget-friendly grocery store brands maintain a loyal customer base, the competitive landscape is shifting as consumers seek both affordability and quality. Coffee purchasing occurs through multiple channels, with supermarkets, convenience stores, and bulk retailers serving as primary sources of ground coffee (O'Connor & Cabrera, 2024). Young consumers increasingly rely on mobile apps and in-store experiences at coffee shops and quick-service chains, reinforcing the importance of accessibility and seamless transactions (O'Connor & Cabrera, 2024).

### **Product Offerings**

The coffee market is evolving with innovations in product offerings and consumer experiences. RTD coffee, instant mixes, and barista-quality at-home options are gaining popularity, catering to the demand for convenience and premium experiences (O'Connor & Cabrera, 2024). Coffee shops are also adapting by implementing smart ordering systems and sustainable packaging to enhance customer engagement (O'Connor & Cabrera, 2024). Health-conscious consumers are driving demand for lower-caffeine options and functional coffee infused with vitamins, adaptogens, and protein for added wellness benefits (O'Connor & Cabrera, 2024). Additionally, sustainability is a growing priority, as

climate change and environmental concerns push consumers to seek ethically sourced coffee and eco-friendly packaging solutions.

### **Chock full o’Nuts Current Consumer Assessment**

Chock full o’Nuts primarily appeals to the urban Baby Boomers aged 60 and older in the Northeast, a demographic that values tradition, quality, and consistency in their coffee choices (Advertising Redbooks, 2024). With household incomes between \$50,000 and \$100,000, these consumers are often retired or nearing retirement, prioritizing comfort and familiarity in their purchasing decisions (Advertising Redbooks, 2024). Unlike younger generations who seek convenience and innovation, Chock full o’Nuts’ audience prefers a classic coffee experience that evokes nostalgia and a sense of community. This preference aligns with broader consumer trends, where taste and indulgence remain key factors in coffee selections (O’Connor & Cabrera, 2024). Consumers mainly purchase Chock full o’Nuts through grocery stores because they are smart in their purchasing decisions. These consumers buy the product for around \$12 for the can of coffee versus a \$10 drink at a corporate coffee chain. While specialty and RTD coffee are rising in popularity, traditional brands like Chock full o’Nuts maintain a loyal following by offering a reliable affordable option for those who appreciate timeless flavors and a well-established brand identity.

### **Conclusion**

The coffee industry thrives, driven by evolving consumer preferences, innovative product offerings, and shifting purchasing behaviors. As demand for convenience, specialty blends, and sustainable options grows, brands must adapt to meet the needs of both traditional and emerging consumer segments. While premium and RTD coffee products are on the rise, traditional brands like Chock full o’Nuts maintain a strong loyalty and older demographics who value affordability and familiarity. The coffee industry is an increasingly competitive landscape so businesses must understand these market dynamics to allow businesses to position themselves in an increasingly competitive landscape strategically. The coffee industry remains a dynamic and influential force in global markets that is projected to continue to grow and thrive.

Table I

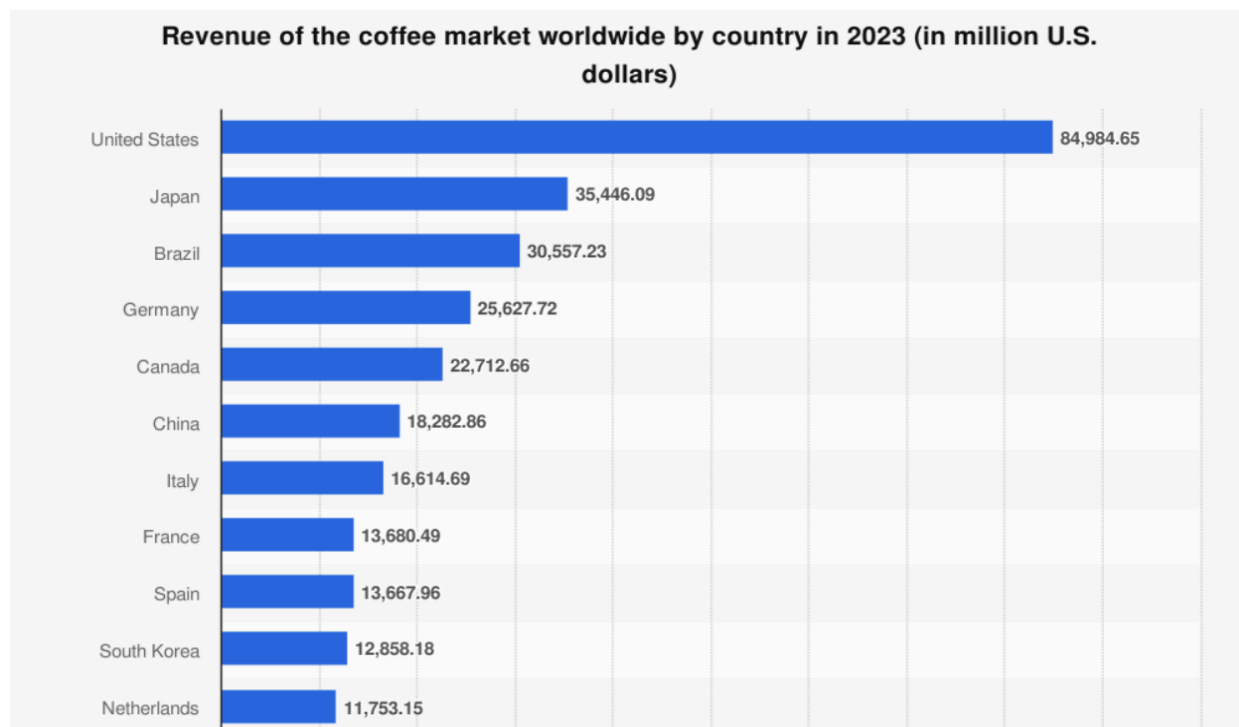


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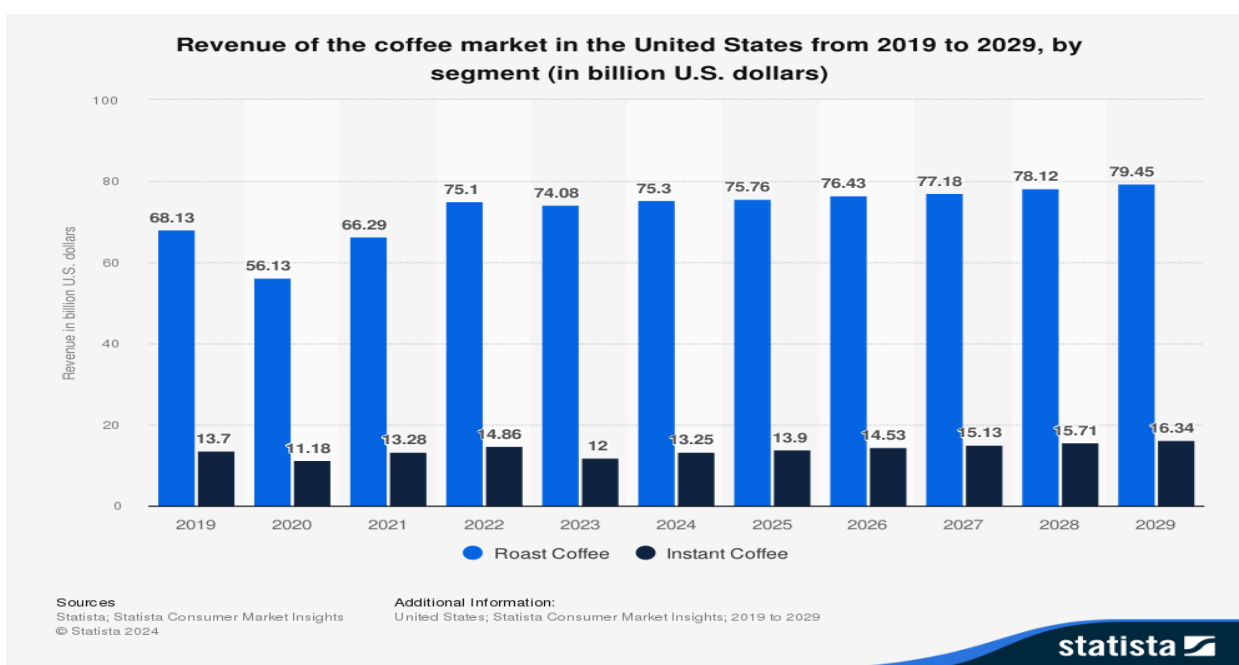


Table III

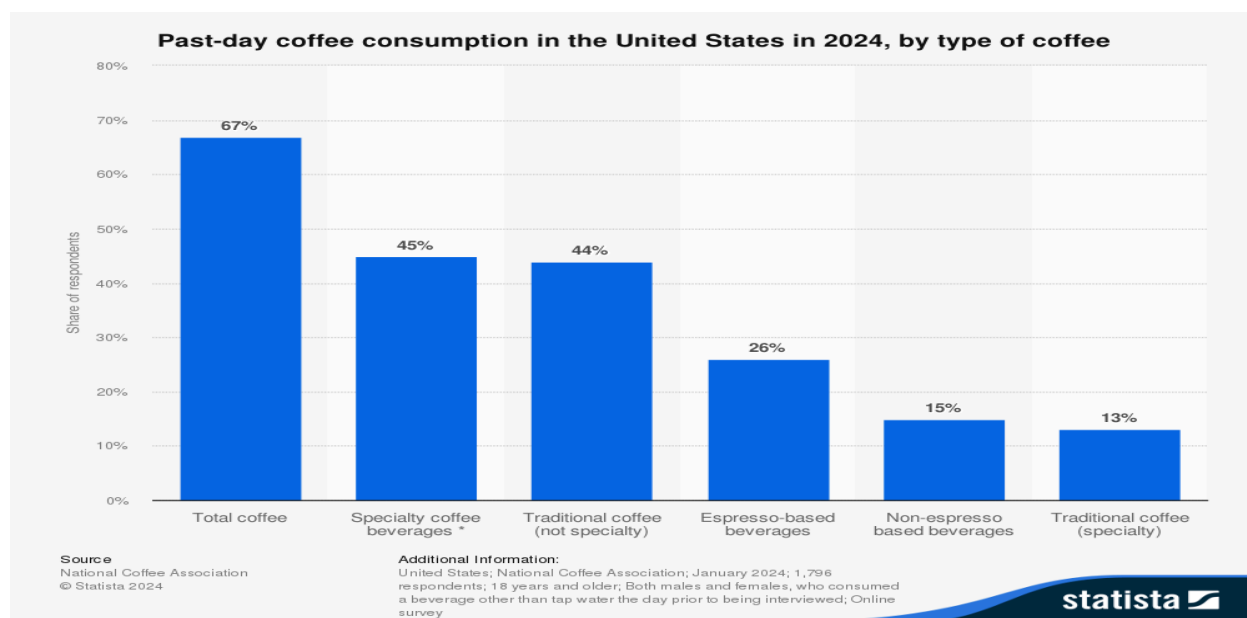


Table IV

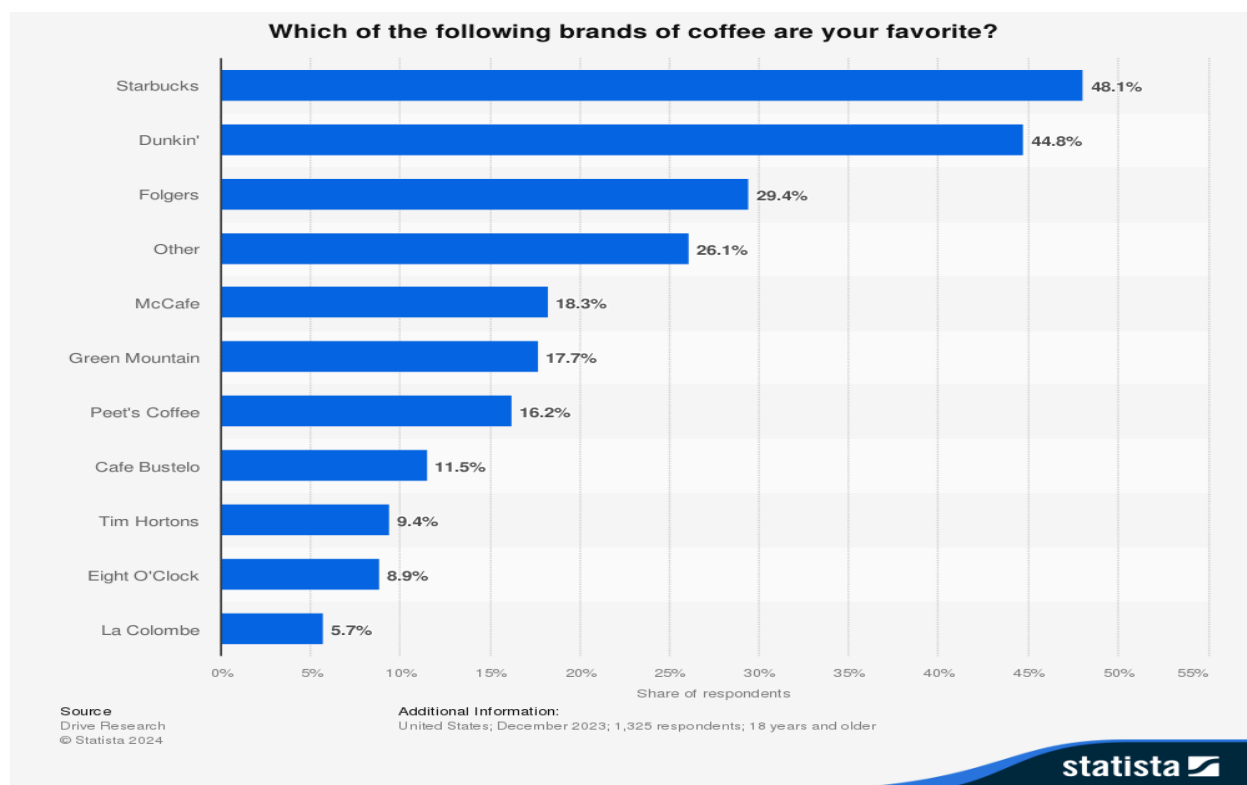
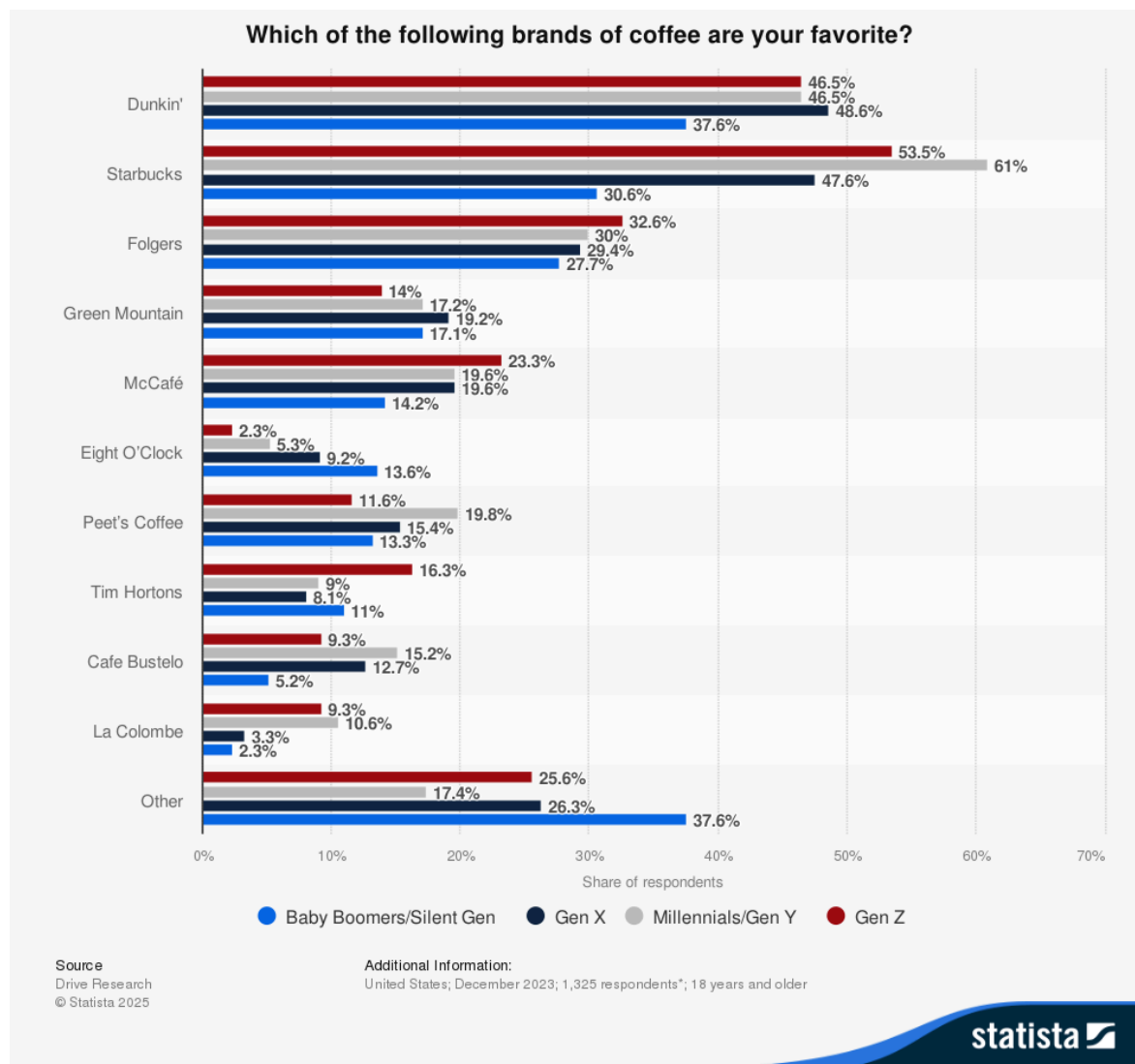


Table V



## Summary of Opportunities and Insights

### Brand Analysis and Audit

Chock full o'Nuts has a long history and a special place in the coffee business thanks to its affordable, high-quality products and environmentally friendly methods. Even though the brand has strong roots in New York and a loyal customer base, it faces significant problems, such as not being well known nationwide, an aging customer base, and tough competition from standard and specialty coffee shops. To get around these problems and take advantage of new market chances, Chock full o'Nuts needs to grow its business into new areas, make its marketing and sales more digital, and develop new products

for younger customers. By strategically using its history, attention to sustainability, and unique brand identity, Chock full o'Nuts can attract new groups of coffee lovers and stay relevant in a constantly changing market.

### **Competitive Landscape**

Chock full o'Nuts operates in a highly competitive coffee industry, where consumer preferences are shaped by affordability, brand recognition, consumer loyalty, and product variety. Direct competitors such as Folgers, Maxwell House, and Café Bustelo have strong market positions, each leveraging unique brand strengths, but also facing challenges related to evolving consumer trends and market saturation. Additionally, indirect competitors, including private-label brands like Great Value and Kirkland, as well as powerhouse coffee chains like Starbucks and Dunkin', further intensify competition by offering affordability, convenience, and premium options. To maintain relevance and drive growth, Chock full o'Nuts must differentiate itself through strategic branding, innovation in product offerings, and targeted marketing efforts that resonate with its core audience as well as a younger audience to expand its market reach. By focusing on its unique brand voice, digital media, and potential expansion into emerging coffee trends, the brand can carve out a stronger presence in the competitive landscape.

### **Collaborators**

Chock full o'Nuts supplier relationships, key distributors, and meaningful partnerships with the Jackie Robinson Foundation work in unison to assist the company towards success. Massimo Zanetti Beverage USA provides strong coffee sourcing that gives distributors like Ahold Delhaize that allows their retailers to have Chock full o'Nuts products on their shelves, ensuring they are present in their key markets. Although the company may lack sponsorships, past relationships provide possible pathways to the future. Chock full o'Nuts has the chance to leverage these opportunities, like that of the Jackie Robinson Foundation, and product placement visibility in notable shows and movies, whilst exploring new ways to enhance their brand.

### **Climate and Context**

Chock full o’Nuts operates in a constantly evolving environment shaped by political, social, and economic factors. Regulations on sustainability, fair trade, and carbon emissions influence sourcing and production, while consumer demand for ethically sourced coffee and eco-friendly packaging encourages innovation. Changing lifestyles, increasing demand for convenience, and the growing impact of social media affect marketing strategies and brand reputation, making transparency and customer engagement more important than ever. Economic factors such as fluctuating coffee prices, supply chain disruptions, and inflation directly impact costs and profitability. To stay competitive, the company must embrace sustainability, strengthen supplier relationships, and adapt to shifting consumer preferences. By remaining proactive and responsive to these challenges, Chock full o’Nuts can continue to grow and succeed in an increasingly conscious and dynamic market.

### **Consumer Analysis**

Consumer preferences in the coffee industry are shaped by generational habits, brand loyalty, and evolving lifestyle choices. Gen X, Gen Z, and Millennials favor large corporations like Starbucks due to their promise of sustainability and convenience, but they are also increasing their consumption of coffee at home. On the other hand, Baby Boomers prefer Dunkin for quick on-the-go coffee while maintaining strong loyalty to Folgers for home brewing. Chock full o’Nuts has traditionally catered to the Baby Boomer demographic, but as younger generations show a growing interest in making coffee at home, the brand has an opportunity to expand its reach by emphasizing affordability, nostalgia, and quality. Understanding these generational preferences is crucial for brands aiming to remain competitive in a rapidly changing market. As consumer habits continue to evolve, companies that successfully balance tradition with innovation will be best positioned for long-term success. This analysis highlights the opportunities that Chock full o’Nuts can capitalize on while evaluating the current market trends for the brand and coffee industry.

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