

Sweden's Coffee Cultures

Home vs. Work vs. Konditori vs. Coffeeshouses vs. Self-serve

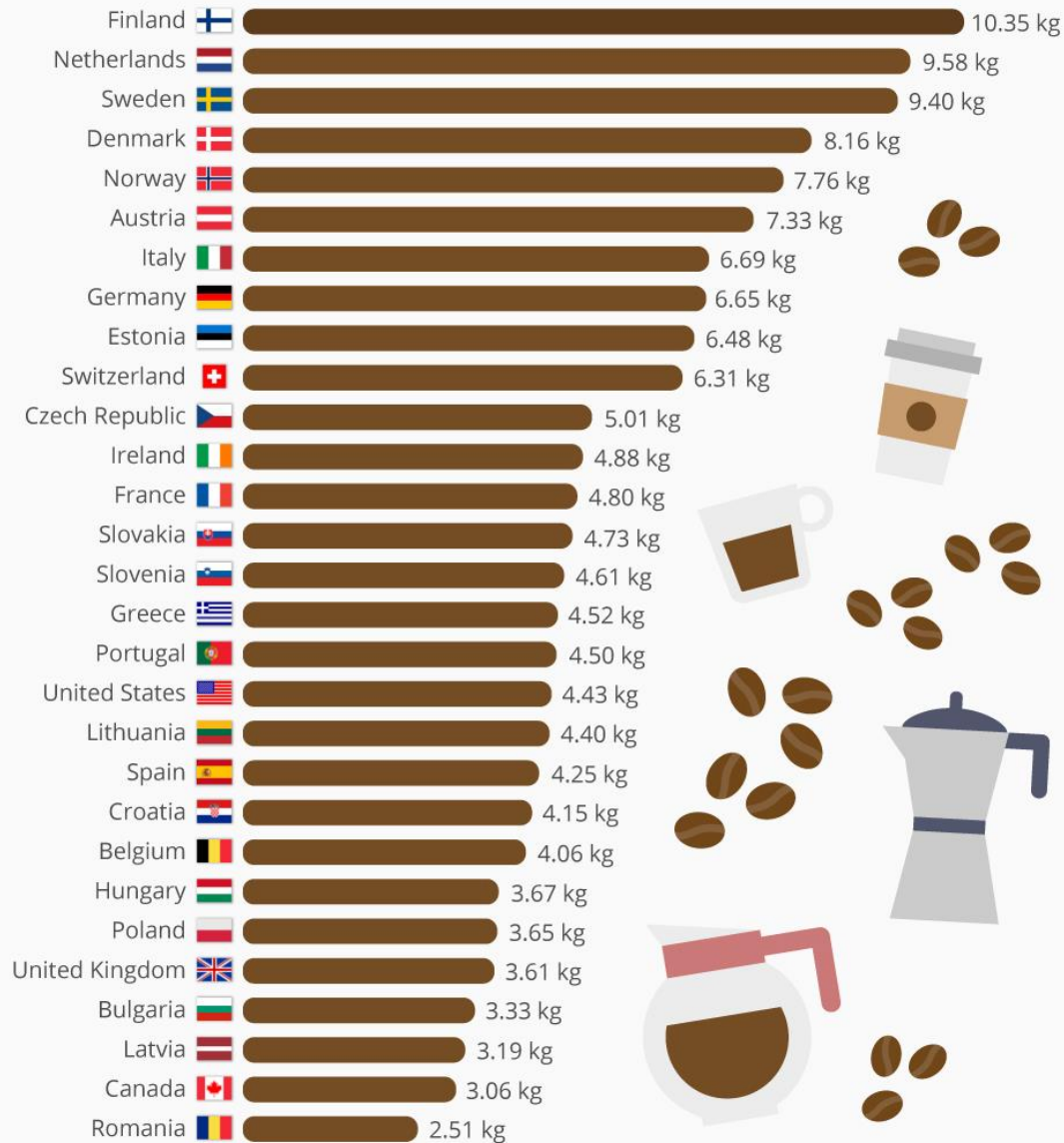


Glenn Sweitzer

SVEA 253 2 February 2020

Europe and North America's Top Coffee-Drinking Nations

Per capita consumption of coffee in Europe and North America in 2017*



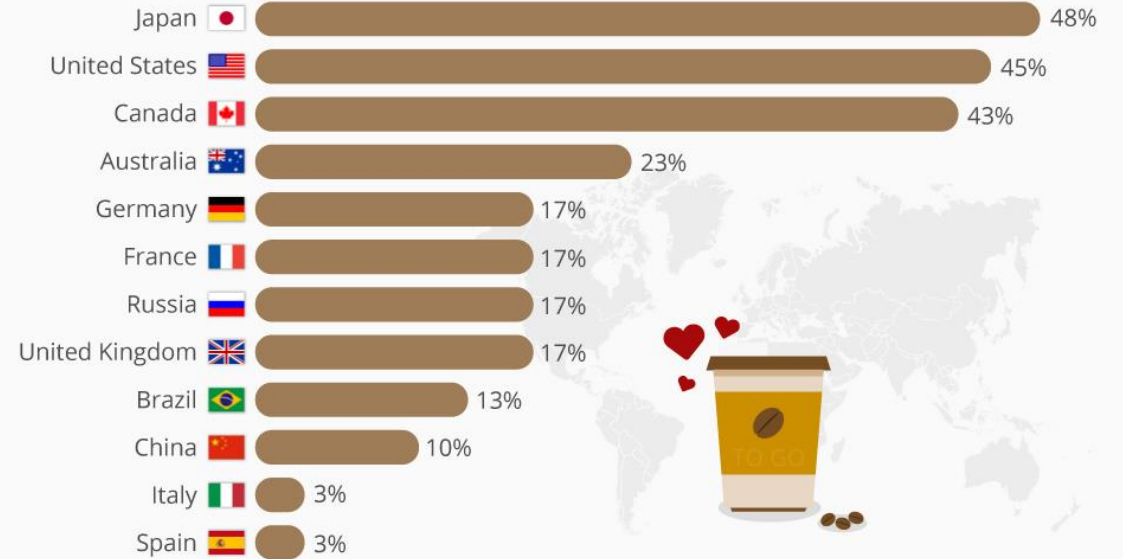
CC BY ND * Forecast

@StatistaCharts Source: Statista Consumer Market Outlook, 2016

statista

The Countries That Love Coffee-To-Go

Coffee-to-go orders as a share of total coffee orders by country



CC BY ND

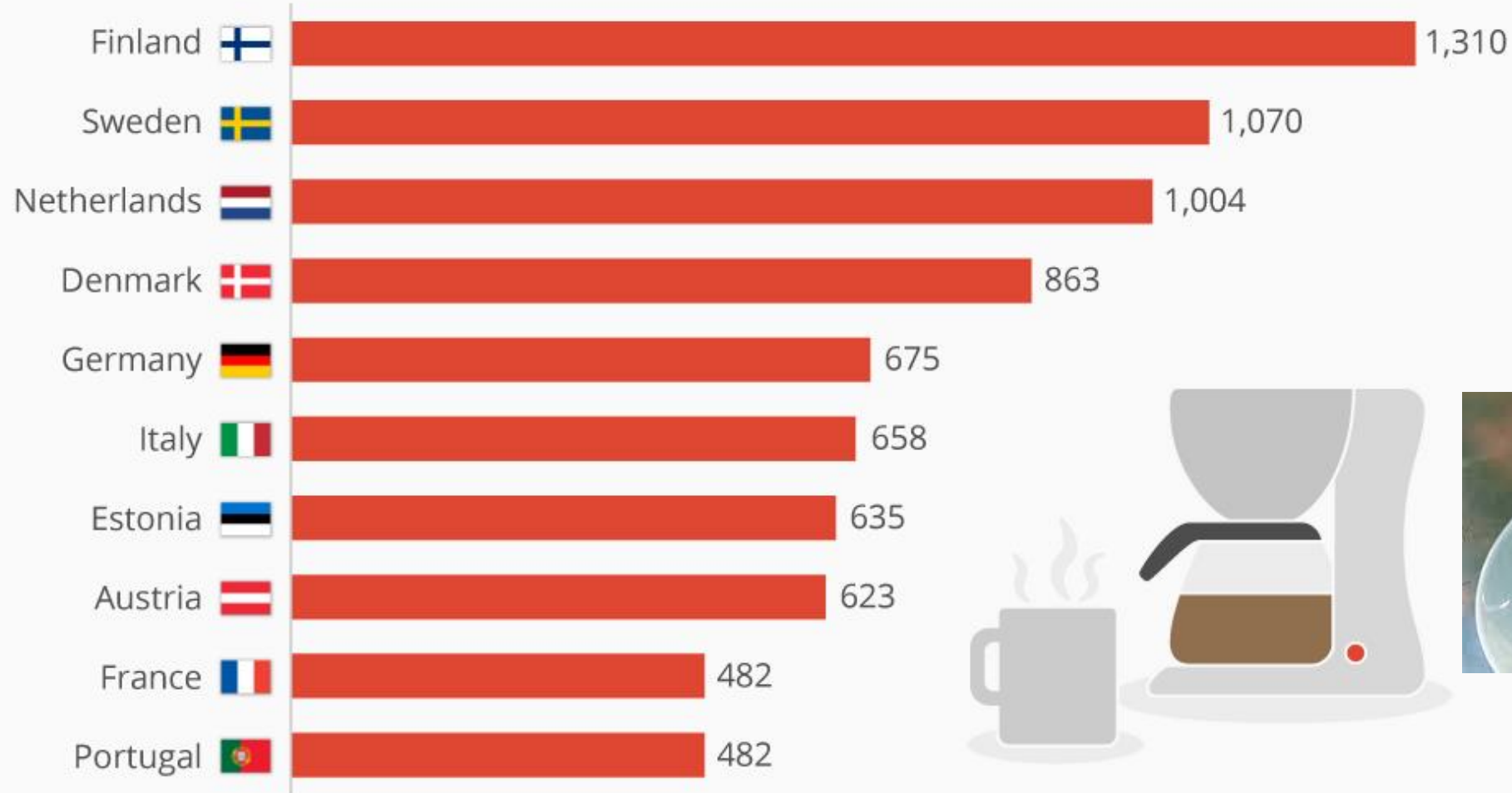
@StatistaCharts Source: The NPD Group/Crest

statista



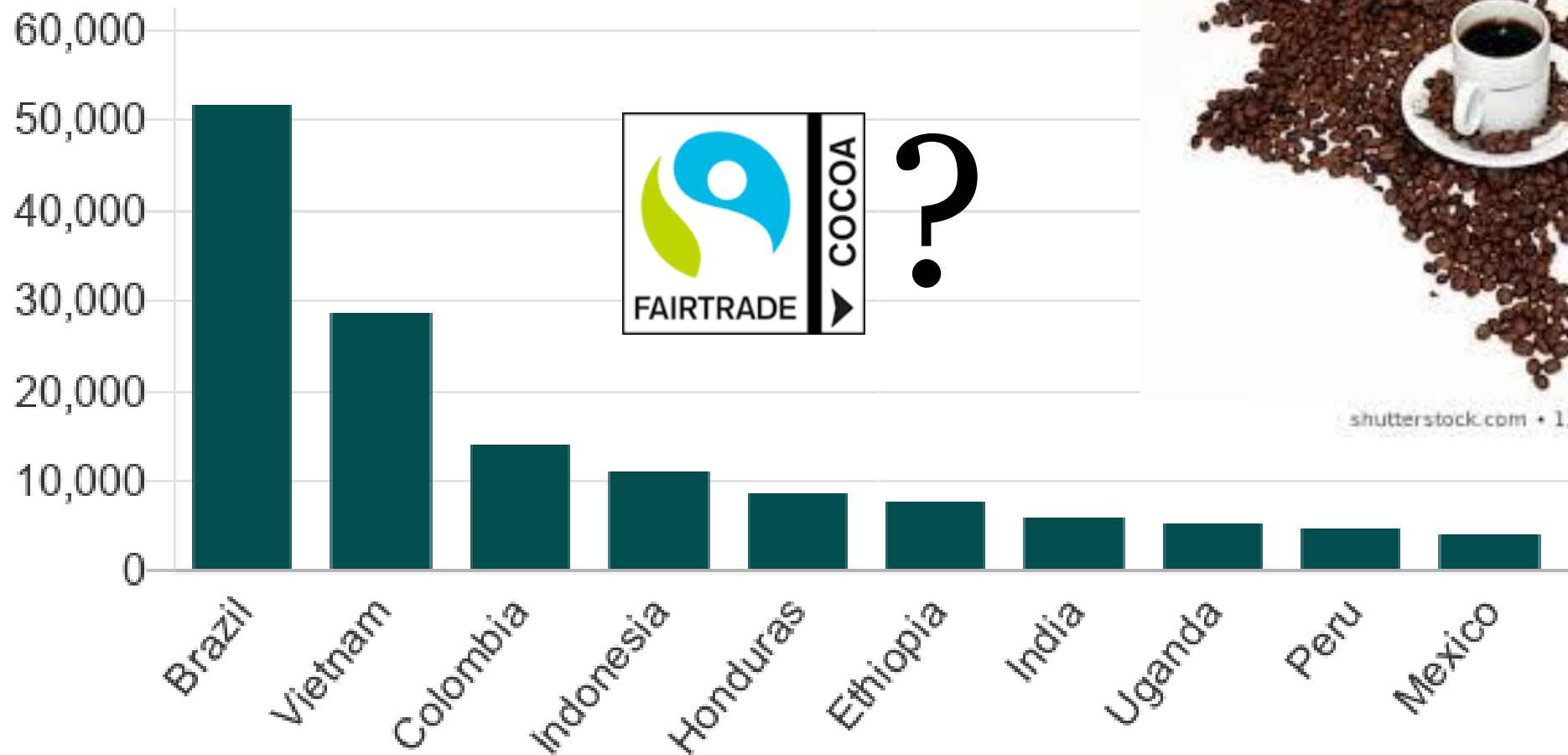
Europe's Top Ten Coffee-Drinking Nations

Cups of coffee consumed per capita on average in 2015



Top 10 coffee producers

By thousand 60kg bags, crop year 2017-18



shutterstock.com • 1328560

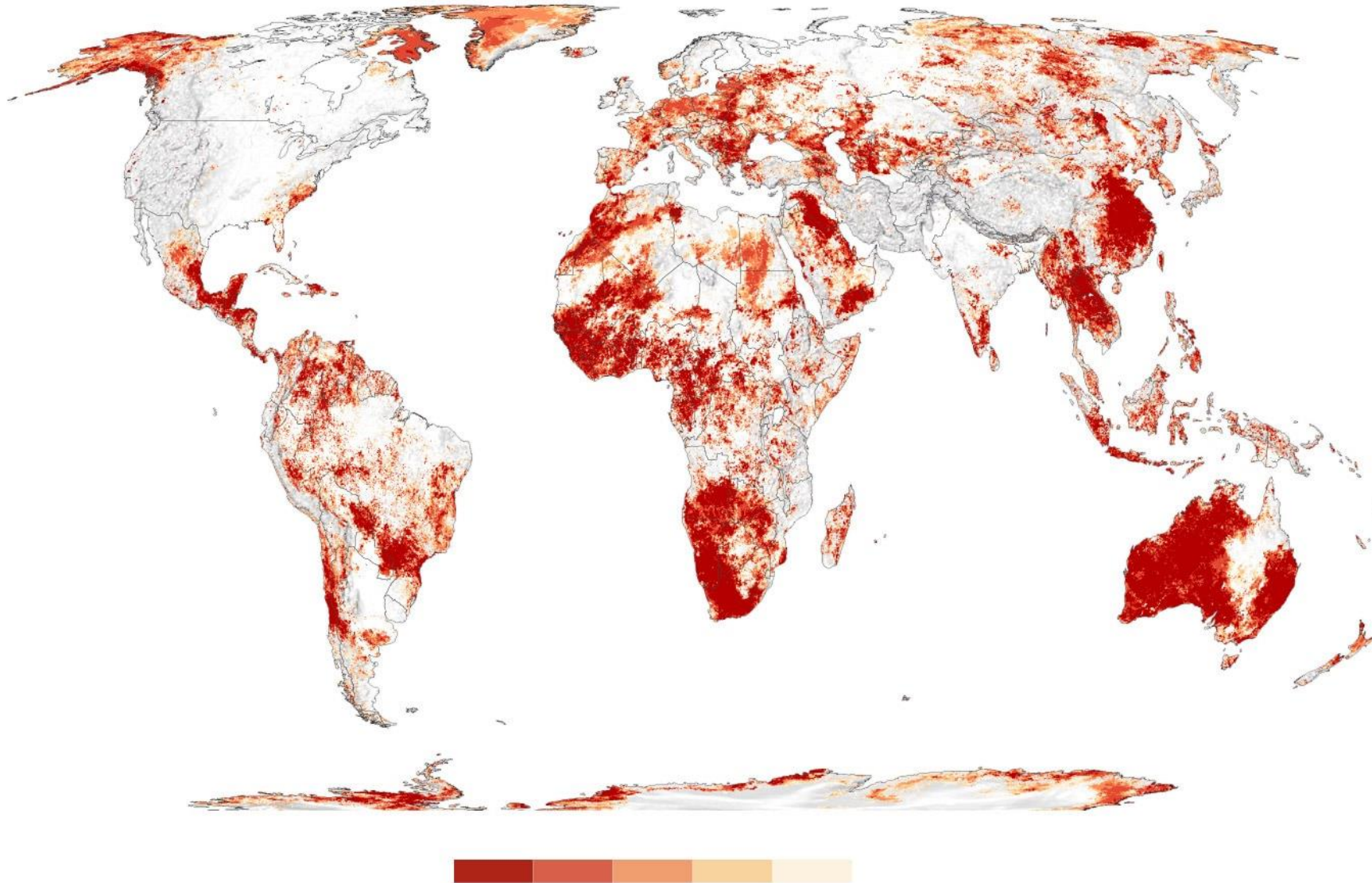
Coffee Facts



Growing Harvesting



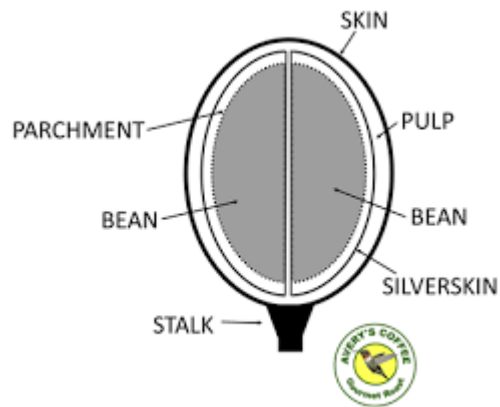
2019 Record hot areas: Central America, East Africa, SE Asia



Roasting (green) Beans

Arabica: (sweeter, softer, higher acidity, more caffeine; more \$ to grow; Africa & Latin America)

Robusta: (stronger, harsher, lower acidity & less caffeine; easier to grow; Africa & Indonesia)



Harvesting & Shipping

Harvest Period	Best Harvest Period = B
Shipping Period	Best Shipment Period = B



REGION	COUNTRY	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Central America & South America	Bolivia								B	B	B		
		B								B	B	B	
	Brazil						B	B	B	B			
		B	B	B							B	B	B
	Colombia			Fly Crop	B	B				Main Crop	B	B	B
		B	B			B	B	B					B
	Costa Rica	B	B	B									B
		B	B	B	B	B	B	B					B
	Guatemala	B	B	B									B
		B	B	B	B	B	B	B					B
Honduras	B	B										B	
	B	B	B									B	
Mexico	B	B	B									B	
	B	B	B	B	B	B	B	B				B	
Nicaragua	B	B	B									B	
	B	B	B	B	B	B	B					B	
Panama	B	B	B									B	
	B	B	B	B	B	B	B					B	
Peru									B	B	B		
	B									B	B	B	
El Salvador	B	B	B									B	
	B	B	B	B	B	B	B					B	

Roasting & Grinding



Screen shot: Kraft Foods Gevalia

Drinking Water

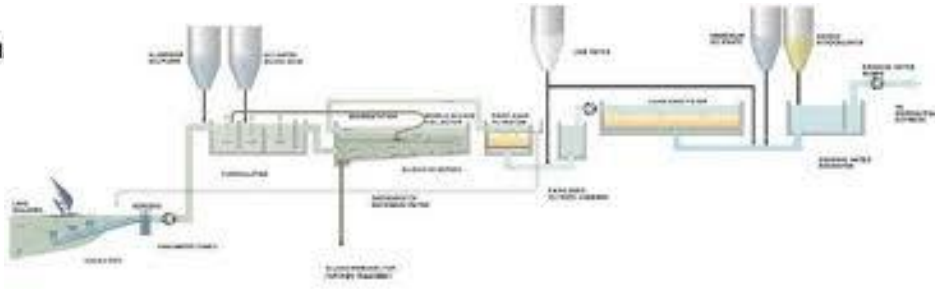
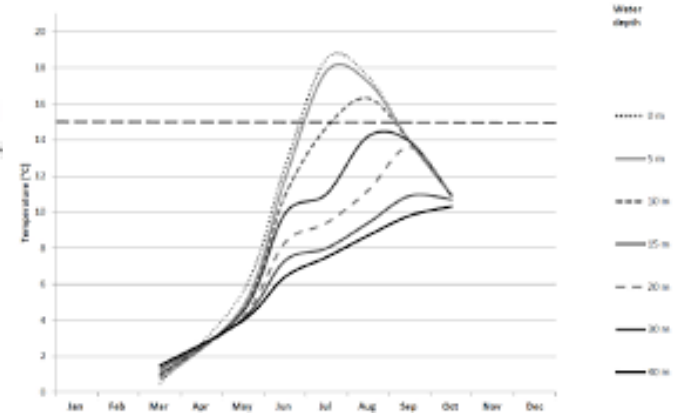


Figure 1 A schematic diagram of the water treatment process at Lovö waterworks.



Map not to Scale
Copyright © 2006 Compare Infobase Limited

Classic Coffee Makers: Chemex & Gevalia



Pour over



Keurig K575 Single Serve K-Cup Pod Coffee Maker

6oz., 8oz., 10oz. and 12oz. cup sizes



Strength



Espresso Machines

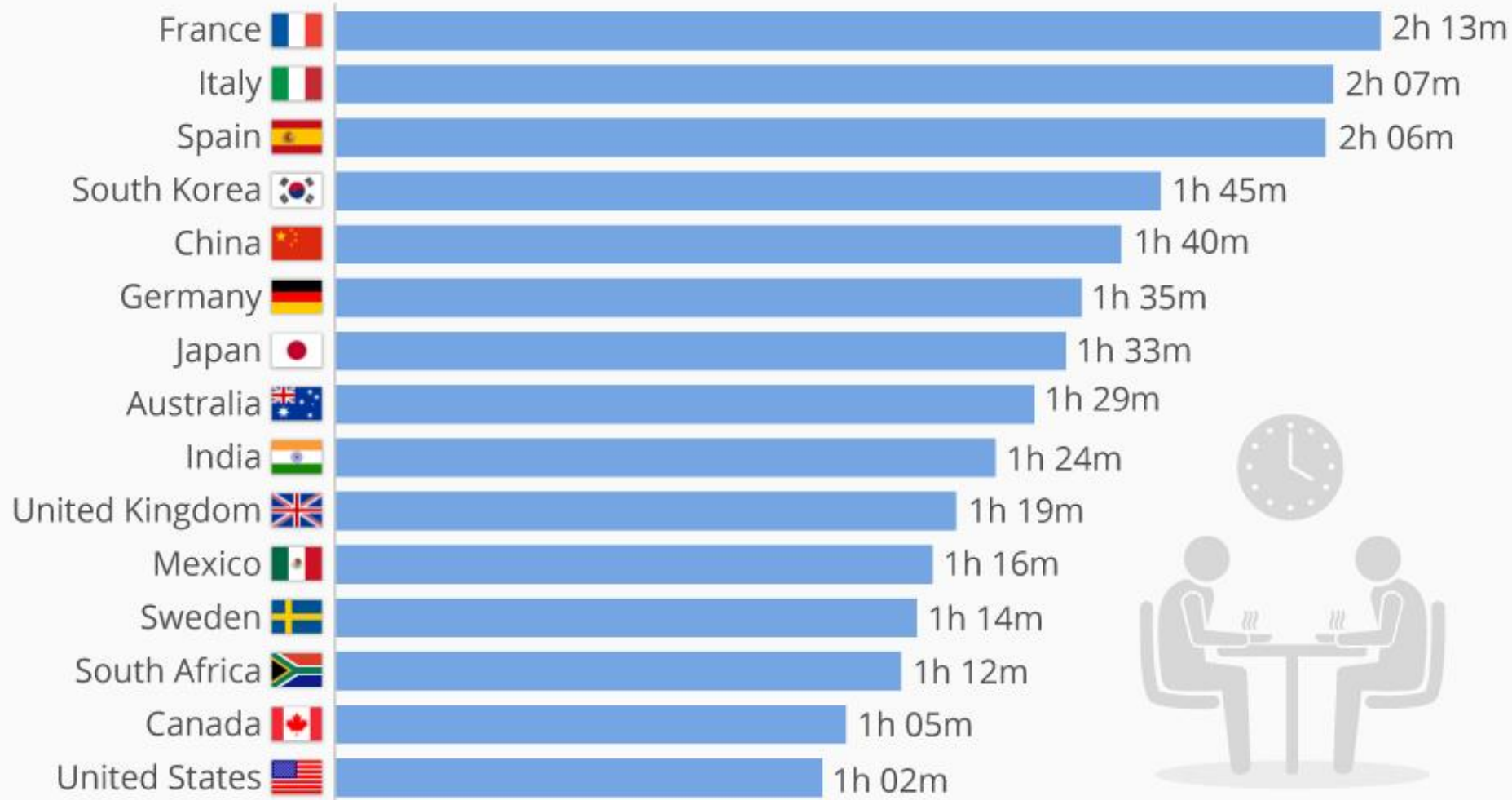


Baked goods



Where People Spend The Most Time Eating & Drinking

Time spent eating and drinking each day in hours/minutes*



History

1700s
Swedish elite



1500s
Constantinople coffeehouses

1756-1822
coffee prohibitions



1740 family @ Rånäs Slott



Home Fika:

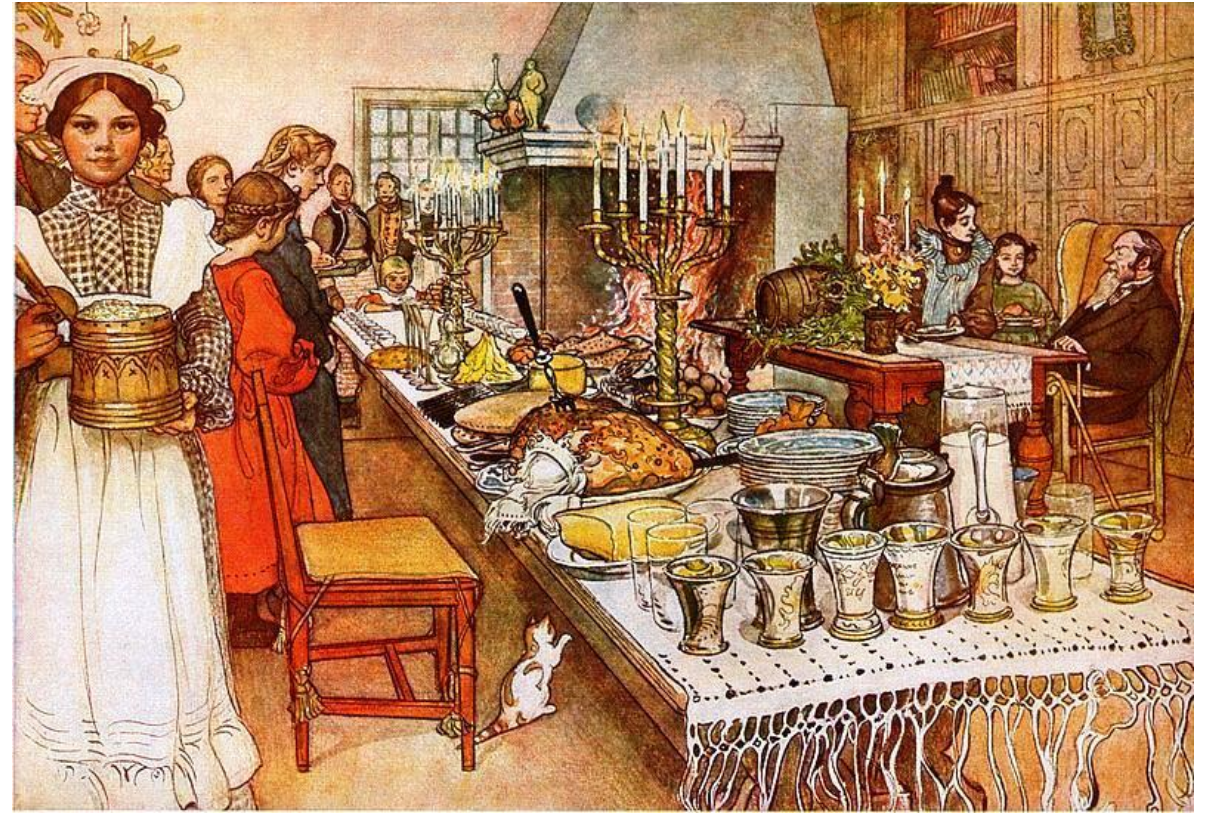
family, friends & neighbors



Outdoor Fika



Special occasions: Lucia Morning & Jul Fest



Workplace Fika:

Office vs. Parliament members

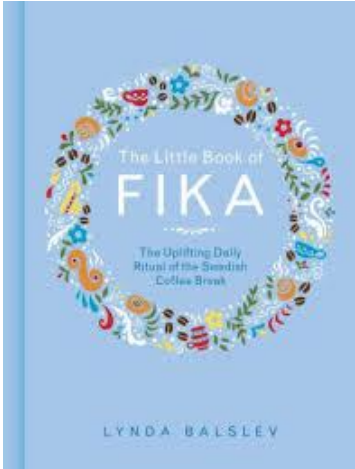


Workplace Kitchen:

machine, beans, mugs & dishwasher



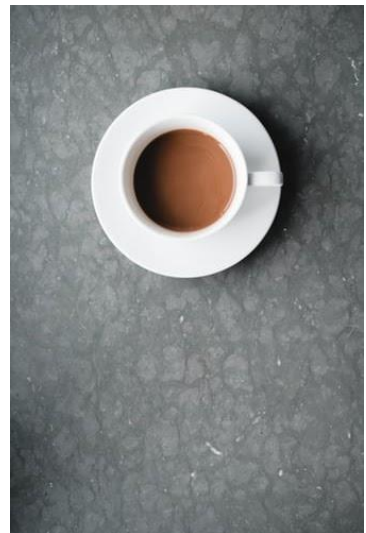
Konditori streetside



Konditori-classic



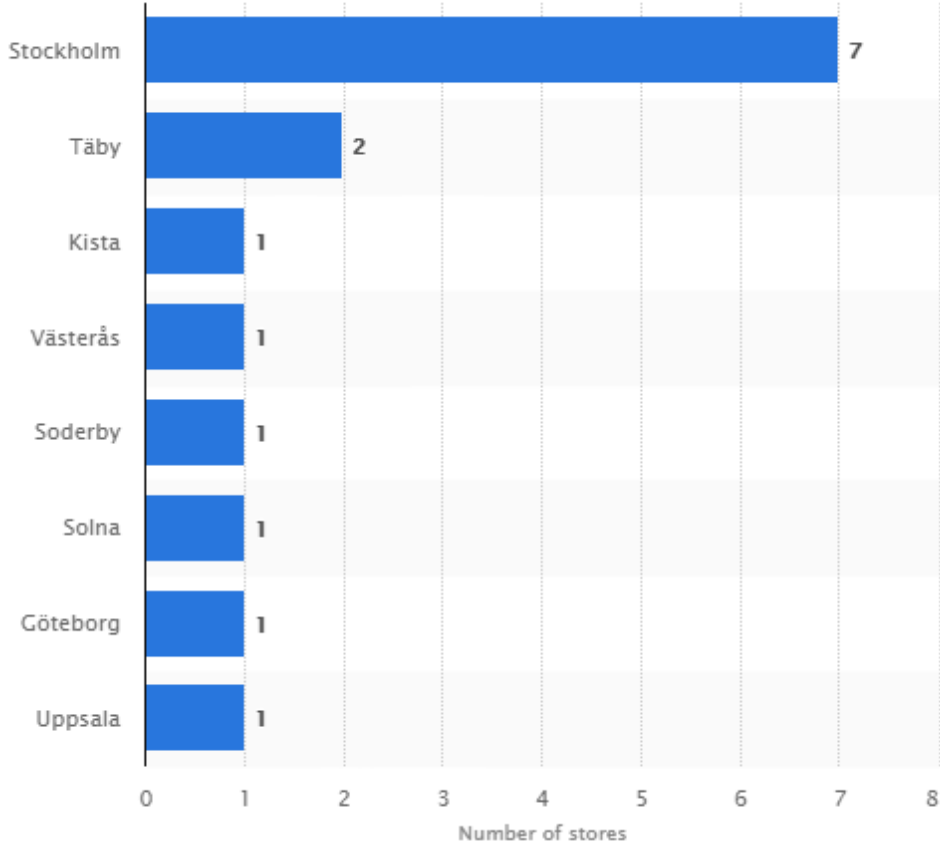
Konditori sweets



Espresso House



Starbucks



Starbucks



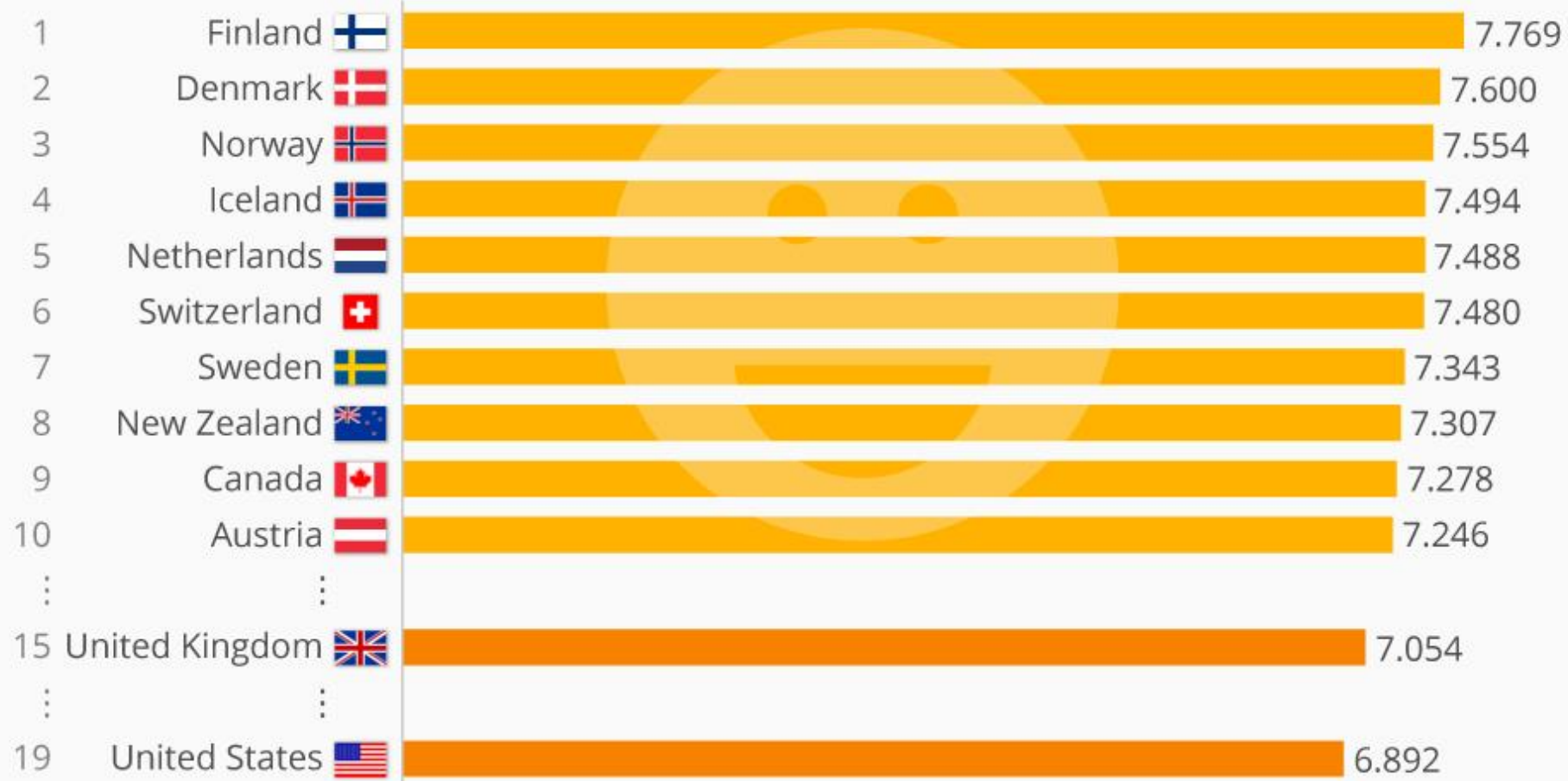
Convenience kiosks: self-serv coffee & pastry



shutterstock.com • 1478007098

The Happiest Countries in the World

Ranking by highest index value*



* Based on: GDP per capita, social protection, health and life expectancy, freedom of choice, generosity, corruption perception

Survey Period: 2016-2018

Source: World Happiness Report



@StatistaCharts

Conclusions:



THE STRONG COFFEE CULTURE FROM SCANDINAVIA

"LIFE IS TOO SHORT FOR A TASTELESS AND WEAK COFFEE."

[MORE ABOUT SVEA](#)