Sweden's Coffee Cultures

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









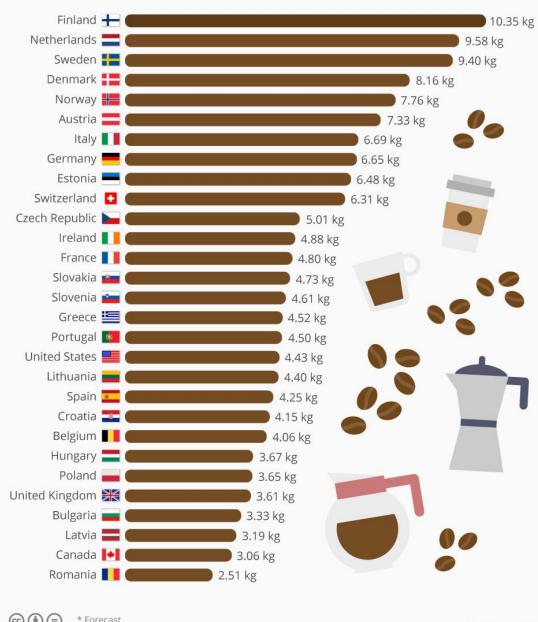


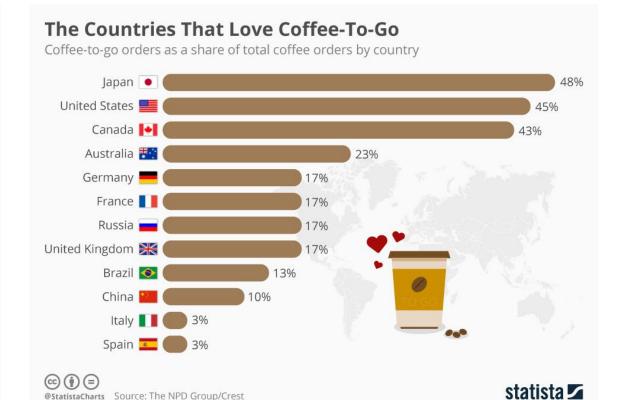
Glenn Sweitzer

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*







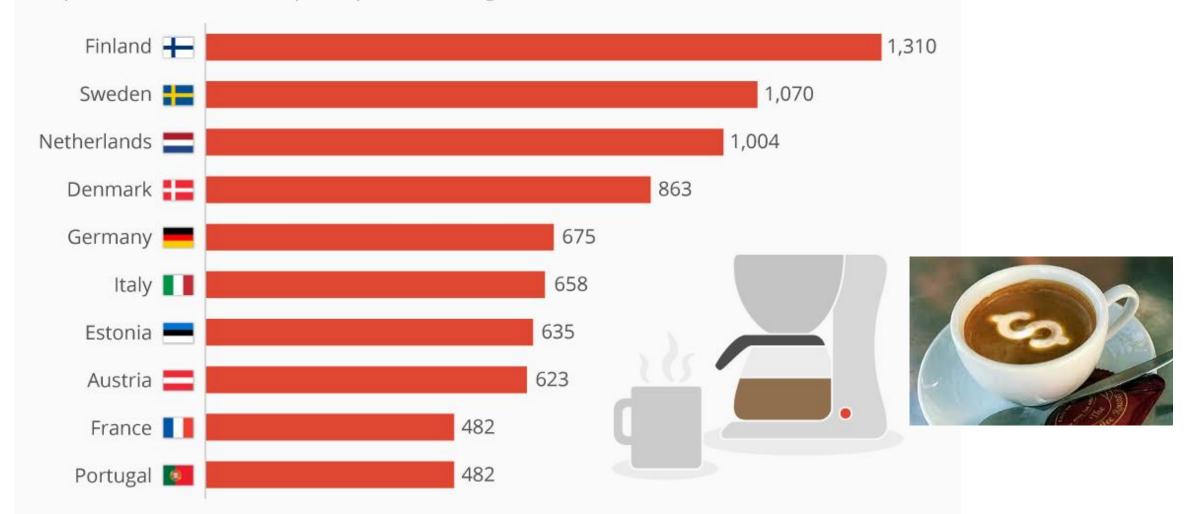


* Forecast

statista 🔽

Europe's Top Ten Coffee-Drinking Nations

Cups of coffee consumed per capita on average in 2015

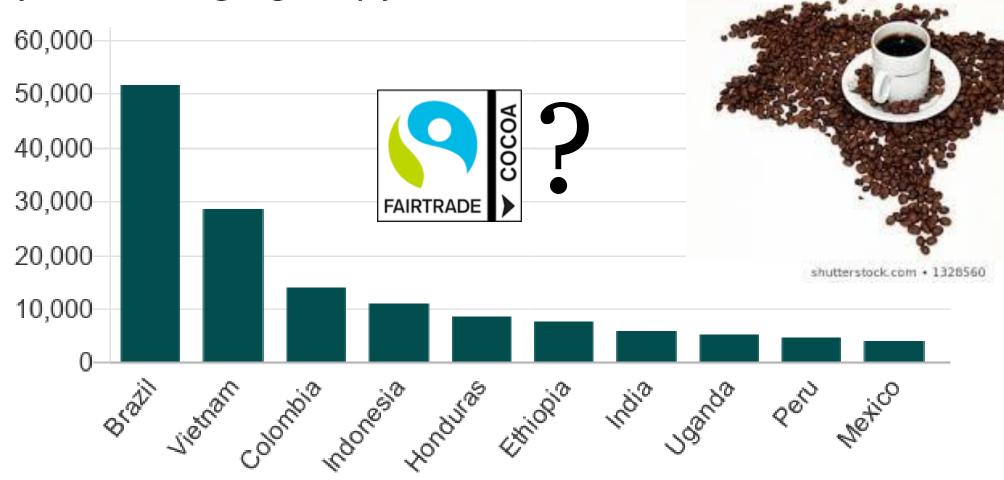






Top 10 coffee producers

By thousand 60kg bags, crop year 2017-18



Coffee Facts





COFFEE INFOGRAPHIC

COFFEE PLANTS MAP AREAS OF COFFEE CULTIVATION 29% ROBUSTA BONEC TORION MAURIS, VIRRIUS UT TEMPUR NIC, CELEMBRIUM ET EN "VILSS, APTENT TACHT SOCIODAU, AD LITORA TROQUENT PER CONUBRA DOSTATA, PER INCEPTOR HIMMEN DO: TUSCALI DIUL ACUS ENLECTEUR HABITANT HOORI TRISTIQUE SINICTUS ET NETUS ET MALISLIADA RAMES AC TURPIE CECETAS. MORBI CONVALUS GODO ESE CONVALUS GODO ESE CONVALUS GODO ESE CONVALUS GODO ESE CONVALUS FOR LOS ESCONTALIS CON LOS SOCIETATOS PER CENTRAL SUM AND ANTE MAIS CONVALUS HON LOS SOCIETAS RECUENTE PER CENTRAL CUM SOCIIS NATOQUE PRINTIEUS ET MACHAN. ES DIS ARRIVERTY MONTES, NASCUETE REDICULUS MAIS ESPRESSO AMERICANO CAPPUCCINO CUPS DAY DONEC TORTOR MAURIS, VARIUS UT TEMPUS NEC, ELEMENTUM ET ERAT. CLASS APTENT TACITI SOCIOSQU AD LITORA TORQUENT PER CONUBIA NOSTRA, PER INCEPTOS HIMENAEOS. FUSCE ID DUI LACUS. PELLENTESQUE HABITANT MORBI TRISTIQUE SENECTUS ET NETUS ET MALESUADA FAMES AC TURPIS EGESTAS. MORBI CONVALLIS ODIO SED STAGES OF ROASTING UNROASTED MEDIUM DARK ROAST ROAST 35% GREEN BEANS 22 °C FULL CITY ROAST 30% DONECTORTOR MAURIS, VARIUS UT TEMPUS NEC, ELEMENTUM ET ERAT. CLASSA, PET INTERCENCIA DE L'ANCIONATION DE L'A VIENNA ROAST COFFEE **PRODUCTION** BRAZIL 3,019,051 VIETNAM 1,460,800 **COLOMBIA** 745,084 INDONESIA 639,305 000 ETHIOPIA 469,091 **ESPRESSO MACHINE** COFFEE MAKER FRENCH PRESS **MOKA POT** CEZVE INSTANT COFFEE WORLD 9,221,534

Growing Harvesting







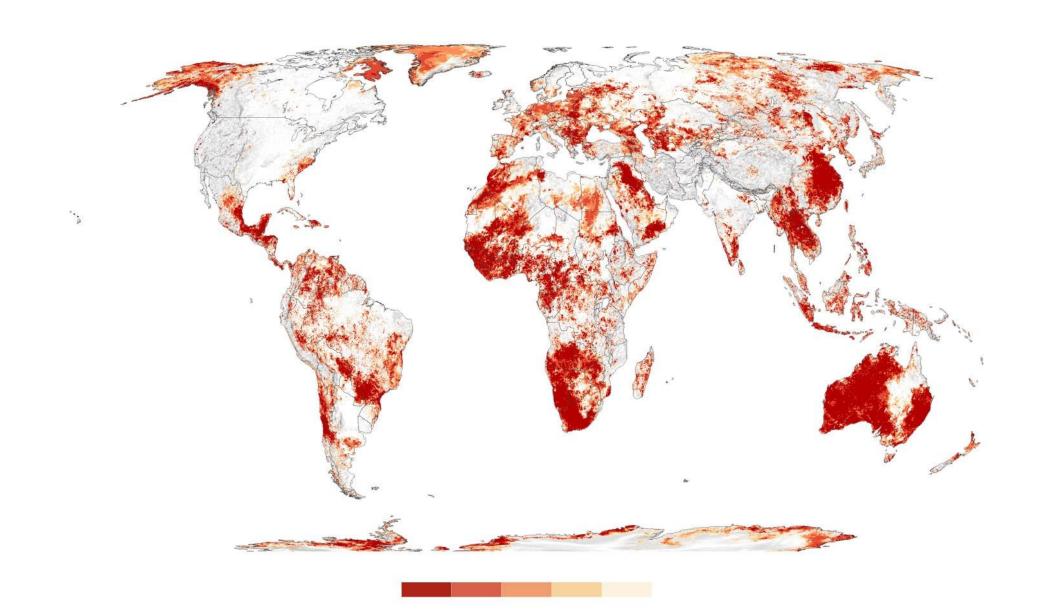








2019 Record hot areas: Central America, East Africa, SE Asia

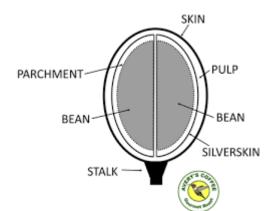


Roasting (green) Beans

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





REGION	COUNTRY	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Central America &South America	Bolivia								В	В	В	В	В
	Brazil						В	В	В	В			
		В	В	В							В	В	В
	Colombia			Fly Crop	В	В				Main Crop		В	В
	5	В	В			В	В	В					В
	Costa Rica	В	В	В	В	В	В	В					В
	Guatemala	В	B	В	В	В	В	В					В
	Honduras	В	В										В
		В	В	В					L				
	Mexico	В	В	В	В	В	В	В	В			В	В
	2	L. L.	В	L	ь	10		-		l.	46		
	Nicaragua	В	В	B	В	В	В	В					В
	Panama	В	B	B	В	В	В	В					
	Peru								В	В	В		
					JG		1				В	В	В
	El Salvador	В	В	В	В	В	В	В					В

Roasting & Grinding







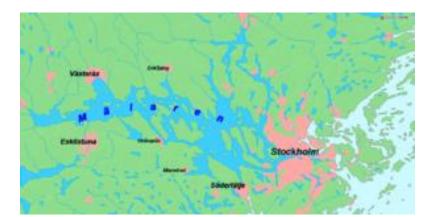






Drinking Water







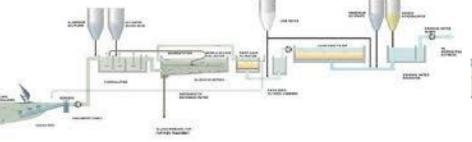


Figure 1 A schematic diagram of the water treatment process at Lovő waterworks.





Classic Coffee Makers: Chemex & Gevalia







Pour over











Keurig K575 Single Serve K-Cup Pod Coffee Maker 60z., 80z., 100z. and 120z. cup sizes





Strength











Expresso Machines







Baked goods









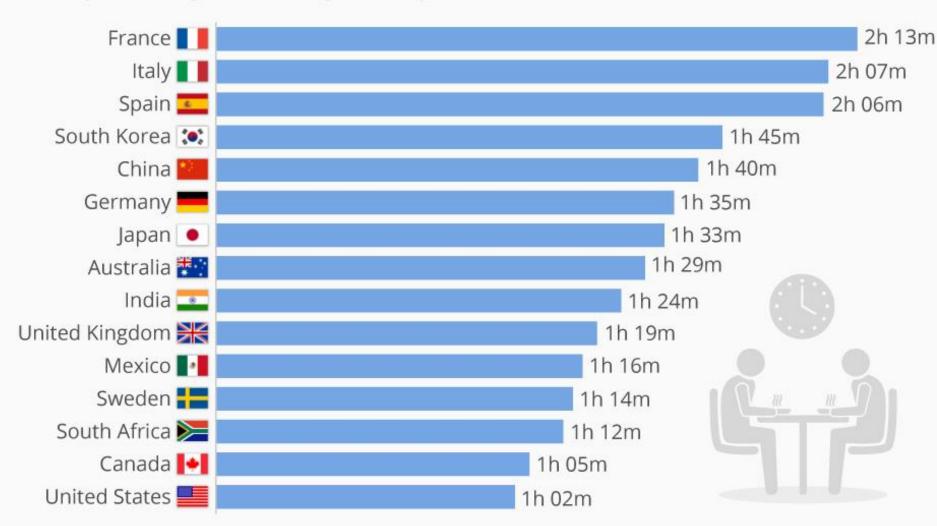






Where People Spend The Most Time Eating & Drinking

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











Source: OECD



History

1700s Swedish elite



1740 family @ Rånäs Slott





1500s Constantinople coffeehouses

1756-1822 coffee prohibitions



Home Fika:

family, friends & neighbors









Outdoor Fika



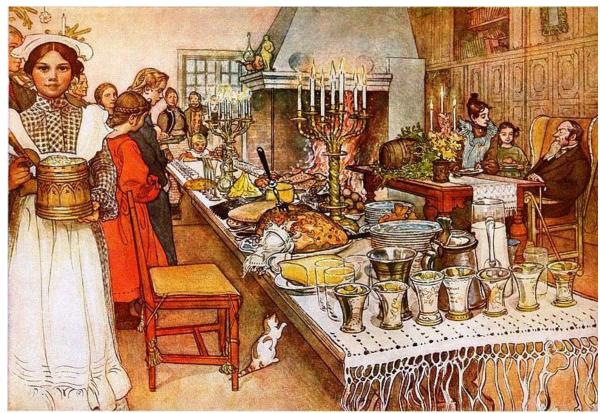






Special occasions: Lucia Morning & Jul Fest







Workplace Fika: Office vs. Parliament members



Workplace Kitchen: machine, beans, mugs & dishwasher

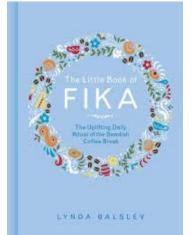






Konditori streetside











Konditori-classic









Konditori sweets









Expresso House



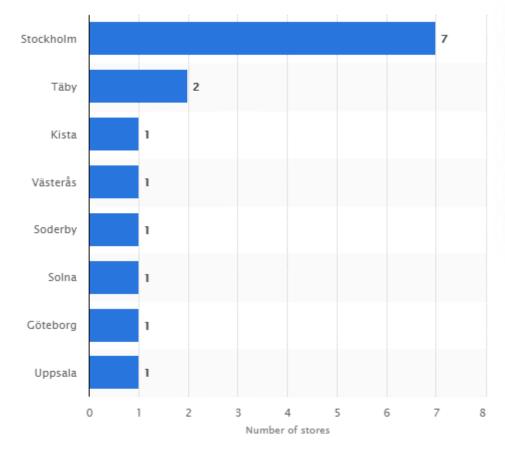








Starbucks







Starbucks













Convenience kiosks:

self-serv coffee & pastry













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



Conclusions:

