

	1 <sup>ST</sup>	2 <sup>ND</sup>	3 <sup>RD</sup>	4 <sup>TH</sup>	5 <sup>TH</sup>
FOCUS	TRADITIONAL COFFEE CULTURE	BRANDED CHAINS	ARTISAN COFFEE	SCIENCE OF COFFEE	BUSINESS OF COFFEE
PERIOD	20TH CENTURY	BEGINS MID-1990s	BEGINS MID-2000s	BEGINS 2010s	BEGINS MID-2010s
FEATURES	<ul style="list-style-type: none"> <li>- COMMODITY-DRIVEN</li> <li>- MASS CONSUMPTION</li> <li>- DOMINANCE OF BULK BREW FILTER COFFEE</li> <li>- INTRODUCTION OF INSTANT COFFEE</li> </ul>	<ul style="list-style-type: none"> <li>- RISE OF BRANDED CHAIN CONCEPTS</li> <li>- PROLIFERATION OF COFFEE SHOP CULTURE</li> <li>- CUSTOMISED ESPRESSO-BASED BEVERAGES</li> <li>- DEVELOPMENT OF '3RD PLACE' COFFEE SHOP ENVIRONMENTS</li> <li>- GLOBALISATION</li> </ul>	<ul style="list-style-type: none"> <li>- FOCUS ON CRAFT</li> <li>- IMPORTANCE OF MICRO ROASTING</li> <li>- HAND-PRODUCED</li> <li>- ANTIPODEAN AND WEST COAST INFLUENCE</li> <li>- CULINARY APPRECIATION OF COFFEE</li> <li>- SOURCING TRANSPARENCY</li> </ul>	<ul style="list-style-type: none"> <li>- SCIENTIFIC METHODS AND PRINCIPLES</li> <li>- ACCURACY AND MEASUREMENT IN BREWING</li> <li>- DEEP UNDERSTANDING OF PROPERTIES OF COFFEE AND INGREDIENTS</li> <li>- ATTENTION TO WATER CHEMISTRY</li> <li>- ADVANCED EQUIPMENT</li> </ul>	<ul style="list-style-type: none"> <li>- BOUTIQUE STORE ENVIRONMENTS REPLICATED AND REFINED</li> <li>- OBSESSION WITH EXCELLENCE AND CONTINUAL IMPROVEMENT</li> <li>- COMMERCIALY FOCUSED</li> <li>- CUSTOMER CENTRICITY</li> <li>- INVESTMENT IN TECHNOLOGY AND TEAM DEVELOPMENT</li> </ul>
OPERATOR TYPE	RETAILS / SUPERMARKET BRANDS	COFFEE SHOP CHAIN BRANDS	INDEPENDENT ARTISAN CAFÉS AND ROASTERIES	CUSTOM IN-HOUSE ROASTING	SMART ASPIRATIONAL CONCEPTS
DEFINING CHARACTERISTIC	FUNCTIONAL	LIFESTYLE	CRAFT	SCIENCE	AMBITION
DEFINING CUSTOMER EMOTION	REFUELLING	ENJOYMENT	LOVE	EXPLORATION	EXPERIENCE