

Alesco CPG Buyers of Major Brand Coffees

The Buyers of Major Brand Coffee list reaches over 17 million consumers using debit or credit cards to purchase products like ground or whole bean coffee and single-serving K cups from grocery and convenience stores. List is selectable by up to 300 demographic and lifestyle choices, frequency of purchase, average purchase price, and more. Reach audiences who respond to direct-to-consumer offers for caffeinated and decaffeinated beverages that help jumpstart their morning.

MEDIA TYPE

Consumer  

SOURCE

Direct response

GEOGRAPHY

USA

SEGMENTS

26,382,894	Total Universe / Universe Rate	\$175.00/M
7,046,153	Email	\$250.00/M
19,336,740	Postal	\$175.00/M

MAINTENANCE

Market Entry	10/28/2020
New to Manager	10/28/2020
Counts Through	10/28/2020

DATA CARD MAINTENANCE

New To System	10/28/2020
Last Update	10/28/2020
Next Update	11/27/2020
Update Frequency	MONTHLY

DESCRIPTION

This CPG list puts marketers in touch with consumers who purchase name brand java to drink with breakfast or enjoy for an afternoon break. From light to dark roasts, they brew a cup from drip coffee makers or espresso machines and enjoy the convenience of single serve K-cup machines to create the perfect mocha, latte or cappuccino. Besides the taste, these consumers enjoy the health benefits of coffee including improved energy levels, essential nutrients, and lower risk of certain cancers. Averaging 2-3 cups a day, these coffee drinkers remain true to their preferred brands and purchase on a regular basis. This group buys related accessories like filters, coffee mugs, and creamers and are receptive to brands offering discounts, coupons, and free samples.

Name Brands: Café Bustelo, Café Goya, Café Pilon, Chase & Sanborn, Chock Full O' Nuts, Dunkin Donuts, Eight O'clock, Folgers Gevalia, Green Mountain, Hills Bros., Maxwell House, Millstone, Seattle's Best, Starbucks, Yuban

Product Purchases: Lifestyle magazines, coffee pots, latte machines, coffee cups, travel mugs, grinders, carafes, frothers, kitchen utensils, air pots, stir sticks, coffee mills, measuring spoons, mug holders, coffee-themed decor, countertop organizers, and small kitchen appliances

List purchasers: Publishers, retailers, coffee manufacturers, specialty coffee shops, credit card issuers, food and beverage providers, breakfast cereal manufacturers, dairy product producers, brewing equipment providers, kitchenware providers, tea manufacturers, coffee manufacturers, and more.

SELECTS

GENDER

Male	%
Female	%

AVERAGE INCOME

Value **not available**

MINIMUM ORDER

Minimum Quantity	
Minimum Price	\$2,500.00

NET NAME ARRANGEMENTS

Net Name is allowed

Floor	0%
Minimum Quantity	0
Run Charges	

EXCHANGES**Exchange is not allowed****REUSE****Reuse is allowed**

Minimum Quantity

0

Run Charge

CANCELLATION

Charges

KEY CODING**Key Coding is not available****ADDRESSING****SPECIAL INSTRUCTIONS**

Transactional Postal CPM- \$175/per thousand Brand:

\$10/per thousand per brand Minimum – \$2500.00

Email CPM –\$250/per thousand Minimum- \$2000.00

Mail Piece Required