

**Table 22.1.** The four concept-response segments for coffee

		Segment			
		1	2	3	4
	<i>Base size</i>	90	78	40	18
	<i>Additive constant</i>	69	69	66	43
	Segment 1: No frills				
E28	From Starbucks	-6	-7	3	-3
E16	With all the milk, cream, and toppers you want . . . cinnamon, nutmeg, chocolate sprinkles, sugar cubes, whipped cream . . . whatever	-18	-4	5	20
E08	Brewed coffee blended with cream and caramel then topped with heavy whipped cream	-35	-6	-1	25
	Segment 2 (Traditionalists)				
E02	Fresh coffee made from 100% Columbian coffee beans	2	9	6	7
E01	Fresh ground and brewed coffee	4	9	5	5
E15	100% natural coffee beans	2	5	2	4
E08	Brewed coffee blended with cream and caramel then topped with heavy whipped cream	-35	-6	-1	25
E28	From Starbucks	-6	-7	3	-3
E31	From Nescafe	-2	-8	-6	2
E04	Decaffeinated whole bean coffee for those who want all the taste and none of the caffeine	-23	-24	-22	19
E03	Cool and refreshing Iced Coffee	-24	-36	11	2
	Segment 3 (Impressionables)				
E09	A hearty cup of Cappuccino, frothy with foam and with the rich taste of espresso	-20	-1	12	21
E03	Cool and refreshing Iced Coffee	-24	-36	11	2
E07	Coffee and milk . . . blended just right for the perfect latte	-16	-4	7	14
E02	Fresh coffee made from 100% Columbian coffee beans	2	9	6	7
E31	From Nescafe	-2	-8	-6	2
E29	From Folgers	2	0	-6	-3
E30	From Maxwell House	0	-2	-7	5
	Segment 4 (Variety Seekers)				
E08	Brewed coffee blended with cream and caramel then topped with heavy whipped cream	-35	-6	-1	25
E09	A hearty cup of Cappuccino, frothy with foam and with the rich taste of espresso	-20	-1	12	21
E16	With all the milk, cream, and toppers you want . . . cinnamon, nutmeg, chocolate sprinkles, sugar cubes, whipped cream . . . whatever	-18	-4	5	20

Data courtesy of It! Ventures, Inc.