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    Restaurant categories
    Limited-service restaurant definitions
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Other definitions
Office Coffee Service Market Size and Forecast
Insight Capsule
Office Coffee Service Macroeconomic Drivers
Insight Capsule
Consumer Trends Shaping Office Coffee Service
Insight Capsule
Coffee Foodservice Menu Trends
Insight Capsule
Consumer Coffee and Office Coffee Usage & Behavior
Insight Capsule
Office Coffee Service Provider Analysis

Chapter 2: Office Coffee Service Market Size and Forecast
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Economic forecast through 2014
GDP: A long time getting back, but finally passes pre-recession levels
    Forecast factors

Mainstreaming is at hand
Shift away from carbonated beverages
Opportunity and challenge: tapping into breakfast
142 million opportunities to sell coffee every morning: but office coffee service loses out
Pre-work coffee drinking siphons away workplace drinking
Challenge: the VIA effect
Starbucks VIA revitalizes instant; threatens office coffee
VIA raises instant coffee quality bar
The Via Effect
Challenge: virtual workspace trend
Off-site-only employment reaches 16% in 2009
Percentage of employed working only at home surges
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Office coffee service vulnerability
Continued growth in remote employment expected
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Healthy food promotion policies nearing majority status
Tea provides health and wellness halo
Tea's healthful properties a hit with consumers
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Table 4-5: Tea Types Purchased in Last 12 months: Health Significance, 2011
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Familiarity and ease of use drive restaurant decision
Convenience is King
Among restaurants, convenience comes in many forms
For employees, what does it mean?
Restaurant density analysis provides insight
As urban as it gets: Aon Corporation
400 restaurant choices!
A giant in Rural America: Tyson Foods
Setting up shop on the suburban fringe: General Motors
Suburban sprawls: Baxter International, Allstate and
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Marketing & promotional activity
Sales performance
Sodexo Inc
Education Foodservice
North American Health Care
Corporate Foodservice
North American Corporate Foodservice
North American Corporate Foodservice
Strategy: Sustainability, Celebrity Chef Partnerships, Employee Health
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