

Covid-19 Community Impact Survey Results

Hosts:

Peter Giuliano- Chief Research Officer, SCA

*Heather Ward- Content Strategy Director,
SCA*

Supported by La Marzocco

What is your main business type?

- 886 respondents:
 - 49% were retailers
 - 13.4% roaster retailers
 - 35.5% coffee retailers
 - 14.5% were roaster wholesalers

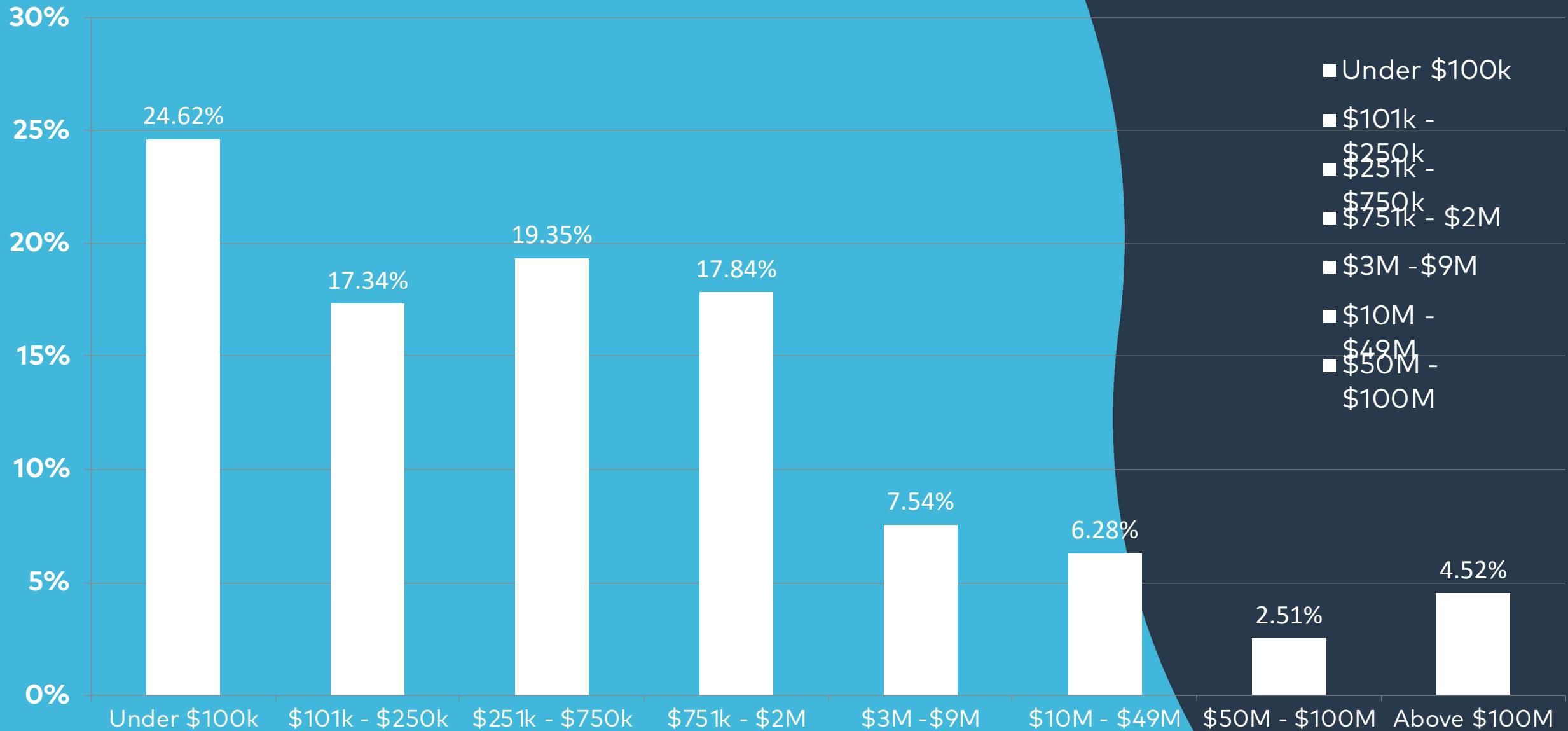
How many retail outlets do you have?

- Of those 886 respondents, 221 answered the retailer questions:
 - 60% have only one outlet
 - 66.5% were coffee shops

**423 people
went past
first question
to answer
what country
their
organization
was based in:**

Country	% of total	# of ppl.
United States of America (USA)	35.93%	152
United Kingdom (UK)	11.35%	48
Greece	4.26%	18
Mexico	4.26%	18
Canada	3.07%	13
Indonesia	2.84%	12
Peru	2.60%	11
Colombia	2.13%	9
Brazil	1.89%	8
Kenya	1.65%	7
Philippines	1.65%	7
Guatemala	1.42%	6
India	1.42%	6
Italy	1.42%	6
Malaysia	1.42%	6
Australia	1.18%	5
Ecuador	1.18%	5
Ireland	1.18%	5
South Africa	1.18%	5

What is your organization's annual revenue range? n=424



How has your organization been impacted by spread of the virus, or do you expect to be impacted?

- 449 respondents:
 - 12% existentially negative (likely to go out of business)
 - 57% significantly negative
 - 18% somewhat negative
 - 4% minimally negative
 - 3% neutral
 - 2% somewhat positive
 - 2% unsure

Retailers (Roaster retailers+ coffee retail)

- 221 respondents:
 - 17% existentially negative (likely to go out of business)
 - 61% significantly negative
 - 13% somewhat negative
 - 2% minimally negative
 - 2% neutral
 - 2% unsure

Roaster Wholesalers:

- 79 respondents:
 - 6% existentially negative (likely to go out of business)
 - 67% significantly negative
 - 18% somewhat negative
 - 1% minimally negative
 - 3% neutral
 - 5% somewhat positive

Producing Side (Mills, Cooperatives, Producers):

- 59 Respondents:
 - 9% existentially negative (likely to go out of business)
 - 55% significantly negative
 - 22% somewhat negative
 - 14% neutral and unsure

Manufacturers/Suppliers

- 26 Respondents:
 - 0% existentially negative (likely to go out of business)
 - 69% significantly negative
 - 15% somewhat negative
 - 8% minimally negative and neutral
 - 8% somewhat positive

Which of the following impacts has your organization experienced or do you anticipate experiencing?

ANSWER CHOICES	RESPONSES	
▼ Reduced customer demand	85.58%	362
▼ Cancellation of events	62.41%	264
▼ Increased and sustained staff absences	40.66%	172
▼ Shortage of supplies	24.35%	103
▼ Production issues	21.99%	93
▼ Other (please specify)	Responses	21.75%
▼ Increased legal or insurance costs		54
Total Respondents: 423		

If your organization is already or anticipates experiencing a decrease in sales related to the coronavirus, please list the percent decrease (estimates)

- 397 respondents:
 - 87% Respondents see $\geq 25\%$ sales decrease
 - 68% Respondents see $\geq 50\%$ sales decrease
 - 36% Respondents see $\geq 75\%$ sales decrease
 - 21% Respondents see $\geq 90\%$ sales decrease

If your organization is already experiencing an increase in **expenses** related to the coronavirus, please list the percent increase.

397 respondents:

- 23% Respondents see $\geq 25\%$ expense increase
- 14% Respondents see $\geq 50\%$ expense increase
- 13% Respondents see $\geq 75\%$ expense increase
- 5% Respondents see $\geq 90\%$ expense increase

If your organization is anticipating an increase in expenses related to the coronavirus, please list the percent increase.

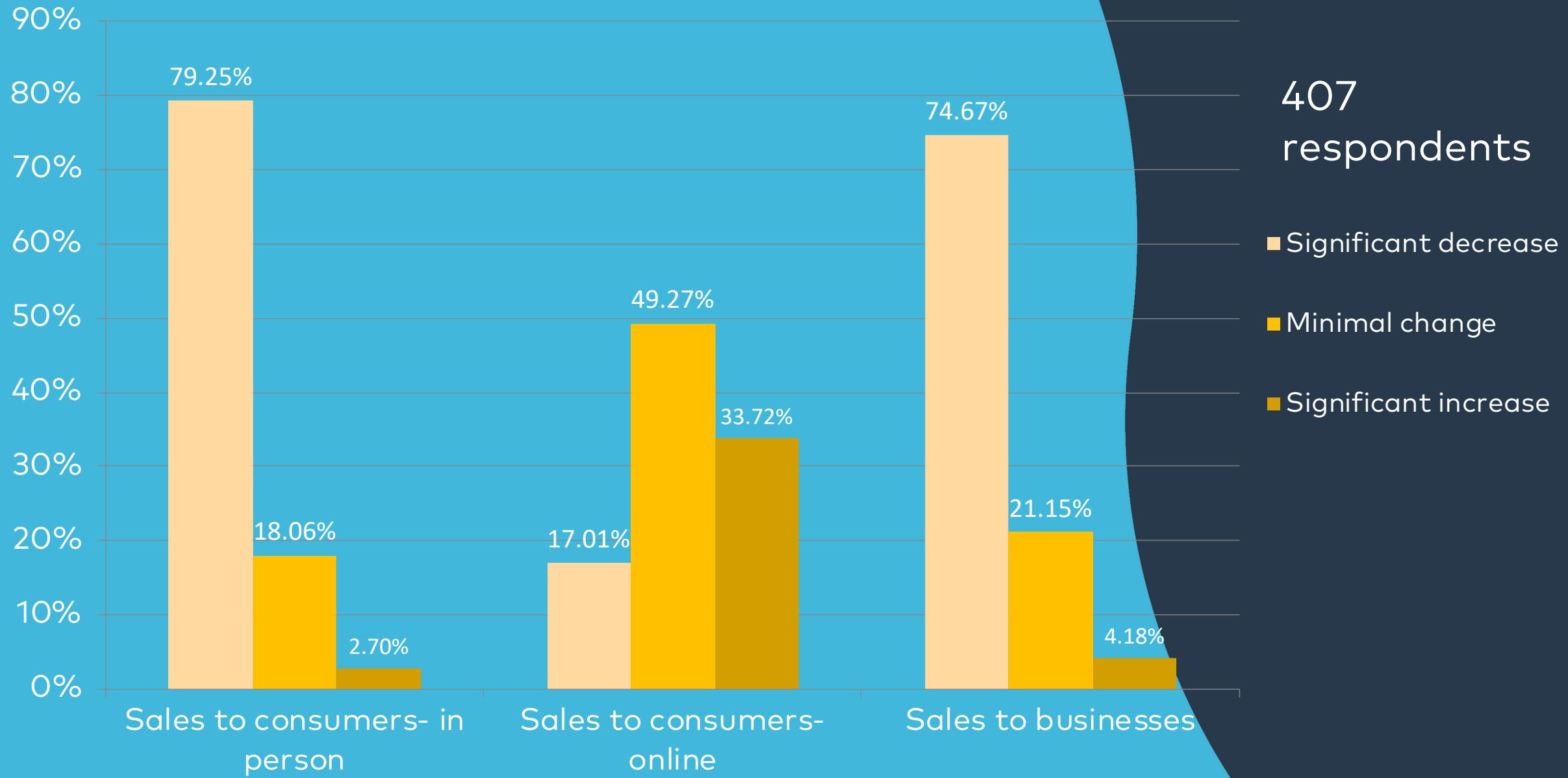
397 respondents:

- 12% Respondents anticipate $\geq 25\%$ expense increase
- 6% Respondents anticipate $\geq 50\%$ expense increase
- 2% Respondents anticipate $\geq 75\%$ expense increase
- 2% Respondents anticipate $\geq 90\%$ expense increase

What are the primary sources of the increased expenses, if any?

prices
logistics
demand
salaries
sales
exchange
product
rate
waste
extra
cups
delivery
materials
shipping
currency
hand
supplies
cleaning
staff labor
rent
transportation

Which sales channels have been impacted?



Has your organization responded, or does it anticipate responding, to the spread of the coronavirus in any of the following ways:

ANSWER CHOICES	RESPONSES	PERCENTAGE
▼ Staying informed via news media and updates from public health officials	321	76.79%
▼ Implementing more rigorous cleaning procedures	304	72.73%
▼ Encouraging employees who feel sick to stay home	300	71.77%
▼ Rescheduling or canceling events	287	68.66%
▼ Increased digital marketing efforts	238	56.94%
▼ Implementing a remote work policy for employees who do not need to be onsite	186	44.50%
▼ Emailing your newsletter subscribers about your coronavirus preparedness	158	37.80%
▼ Changing in-person events to virtual	155	37.08%
▼ Seeking additional financing (such as loan)	137	32.78%
▼ Offering free shipping on online orders	112	26.79%
▼ Moving sales entirely online	88	21.05%
▼ Other (please specify)	67	16.03%
Total Respondents: 418		Responses

Have you identified any particularly effective strategies?

home Reduce Free shipping sell retail online marketing delivery take away
orders to-go None shipping social media Encouraging
Yes Nope online Free local delivery yet Pushing
customers Moving Online sales platforms sales
marketing close N business presence coffee significant take helped go

Identified any particularly effective strategies?

- Move strictly to takeout/curbside
- Online sales
- Free shipping
- Mobile ordering, delivery
- Third party deliveries- UberEats, Postmates
- Layoff, reduce hours, unpaid leave
- Cut expenses
- Take out loans
- Increase Online presence/social media, video content
- Selling equipment
- Wholesale prices online- driven a lot of volume/traffic
- Discounts online
- Sanitizing, distancing, gloves, masks, minimizing touch points
- Selling gift certificates
- Extending terms
- Future contracts
- Communication with customers
- Communication with vendors

Key Strategies

- Pivot to Online Sales
- Focus on Walkup and Takeaway Sales
- Communicate with Customers, Vendors, Business Network
- Optimize Grocery Channels
- Investigate Delivery

COVID-19 Impact Webinar Series

With the Support of La Marzocco, we'll be initiating a webinar series aimed at developing competencies around these strategies.

Mon April 6, 8am PDT / 4pm GMT

Pivoting to Online Sales: What are best practices and opportunities?

Wed April 8, 12noon PDT / 8pm GMT

Walkup and Takeaway Business in the time of COVID-19

Questions?

Thanks for joining us.

A recording of today's session will be made available at **sca.coffee/watch**.