

## First National "Put the World on Ice" Survey Reveals Busy Americans Not Taking Time to Enjoy Summer

*Distinct City Sippin' Styles, Gender Wars and Unique Havens for "Me Time" Set Tone for How Americans Plan to Un-plug and Re-charge This Summer*

WATERBURY, Vt.--(BUSINESS WIRE)-- As summer nears, busy Americans indicate in a recent nationwide survey that they will not take time off to savor the season's slower pace, despite feeling the need to take a break and re-energize.



In fact, Americans from every region of the country are having difficulty taking a few minutes for themselves during the day, reporting that they can be found under office desks, in elevators, supply closets and stairwells, on roofs, at the zoo or enjoying an iced coffee or tea, in an attempt to steal a personal time-out in their busy schedules.

In the first "Put the World on Ice" survey, sponsored by Keurig and Green Mountain Coffee Roasters, Inc. (GMCR), more than 3,000 respondents living in major metropolitan areas\* reveal the creative lengths they are currently taking to accomplish a little "me time," underscoring that when an extended vacation is not in the plan, something as simple and refreshing as an ice cold brewed beverage can reinvigorate Americans to get through the day.

### Putting the World on Ice

Overall, Americans struggle to take a break and re-charge.

- Nearly 7 out of 10 Americans (67% of nationwide respondents) are not able to make time for themselves at least once a day.
- More than half (64% of nationwide respondents), will keep this frenetic pace for the summer and will NOT be taking more breaks to enjoy the summer months.

A refreshing reprieve in front of a fan with an iced coffee or tea is just one way Americans are stealing a few minutes to rejuvenate during a hectic summer day. Men and women alike are finding creative solutions to take short breaks for themselves during the summer months such as hiding under their office desk, riding the elevator, taking a moment in a supply closet, stairwell or on the roof, and even kicking back and savoring an iced coffee or tea Brewed in under a minute without even leaving the house. (Photo: Business Wire)

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### Where and How America "Breaks"

At work or on-the-go, men and women alike are finding creative ways to steal away a few moments.

- Approximately 1 in 6 survey respondents take their 10 minute daily break in the office bathroom, with the office closet the second place preference.
- 40% of nationwide respondents believe a freshly-brewed iced beverage increases productivity more than a brisk outdoor walk, a power nap, or even a personal day.

This national survey revealed a multitude of surprising habits and views regarding ways in which Americans "Put the World on Ice." The results include city-by-city "sippin' styles" that illuminate the restorative power of a refreshing, cold beverage on a hot, busy, summer day as well as distinct male vs. female "re-energizing habits".

### He Said, She Said/The Battle of the Sexes

Men and Women agree about one thing — they both report a need for daily solace — but part ways when it comes to how they choose to refuel. Additionally, there are striking differences in iced beverage consumption.

### **Men on Chilling Out**

- Recharge their batteries once a day
- Have no special place to retreat
- Drink iced coffee/tea to relax
- Prefer iced drinks in the evening

### **Women on Chilling Out**

- Usually too busy to recharge their batteries
- Generally have a special place to retreat, like a comfy bed
- Drink iced coffee to re-energize
- Prefer iced drinks in the afternoon

## **America's Sippin' Style**

From coast to coast and from mountains to urban valleys, survey respondents fall into one of three different "brew styles" and "beverage personality" categories:

### **Bustling Beverage**

**Brewer** — Always on the go with iced beverages in-hand (*Boston, Phoenix, San Francisco and Washington, D.C.*)

### **Serene Sipper**

— Cool, calm and happy to relax with a beverage (*Chicago, Denver and New York City*)

### **Well-Rounded**

**Refresher** — Enjoys drinks on the go or on the couch (*Atlanta, Dallas and Los Angeles*)

Conclusion: "Sippin' Styles" varied, with strong preference on time of day and taste:

- **Part of the Daily Grind:** Almost half (47%) of those surveyed say an iced beverage is an important part of their daily relaxation routine.
- **Afternoon Delight:** The majority (56%) prefer an iced beverage in the afternoon.
- **Taste Matters:** Half (50%) say that the strength of the brew is a drink's most important factor.
- **Always Moving:** 56% grab an iced coffee while out running errands.
- **Brew at Home?** While only one third of Americans (34%) have tried brewing iced coffee at home, with 75% claiming to make iced tea at home, there is strong interest in learning how to brew iced coffee at home.
- **Cost of a Coffee Shop Stop:** 60% of Americans claim to spend up to \$5 on an iced coffee each day, with 42% expressing that buying iced beverages away from home is too expensive.

"These survey results reveal compelling statistics on Americans' re-energizing trends," noted Sissy Biggers, nationally renowned lifestyle guru, who recommends Americans determine ways to incorporate "me time" into their daily routines so they can rejuvenate. "Finding time for oneself is an integral part of a balanced lifestyle and can help in being more productive," she said. "From New York City to Los Angeles, people are seeking easy, attainable ways to incorporate restorative time into their daily routine, even if it's just spent drinking an iced coffee or tea for five minutes."

To learn more about how to **Put the World on Ice** this summer, visit [www.brewoverice.com](http://www.brewoverice.com) or [www.keurig.com](http://www.keurig.com).

\*The 10 cities surveyed include Atlanta, Boston, Chicago, Dallas, Denver, Los Angeles, New York, Phoenix, San Francisco, and Washington D.C. More than 3,000 respondents participated in an online survey conducted in April 2012.

## **About Brew Over Ice**

Brew Over Ice K-Cup® packs are specifically designed to brew iced coffee or tea with a Keurig® Single Cup Brewer, making it easy and convenient to get a refreshing iced beverage in the comfort of home. With Keurig®, brewing over ice is as easy as making a cup of hot coffee. Brew Over Ice K-Cup® packs are specially blended and contain the perfect amount of coffee or tea to create a full-flavored, cool, refreshing brew at the touch of a button.

## **About Green Mountain Coffee Roasters, Inc.**

As a leader in specialty coffee and coffee makers, Green Mountain Coffee Roasters, Inc. (NASDAQ: GMCR), is recognized for its award-winning coffees, innovative Keurig® Single Cup brewing technology, and socially responsible business practices. GMCR supports local and global communities by offsetting 100 percent of its direct greenhouse gas emissions, investing in

sustainably-grown coffee, and donating at least five percent of its pre-tax profits to social and environmental projects.

GMCR routinely posts information that may be of importance to investors in the Investor Relations section of its website, including news releases and its complete financial statements, as filed with the SEC. The Company encourages investors to consult this section of its website regularly for important information and news. Additionally, by subscribing to the Company's automatic email news release delivery, individuals can receive news directly from GMCR as it is released.

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