**SQUARE COFFEE REPORT 2018**

Alongside the Specialty Coffee Association, we dug into coffee consumption across the U.S. to see how and when Americans get their caffeine fix.

**DITCHING DAIRY**

Here’s a ranking of the most popular non-dairy milks.

1. ALMOND
2. SOY
3. OAT
4. COCONUT
5. HEMP
6. MACADAMIA NUT
7. PEA

**TIPPING POINT**

Alaska is home to the highest-tipping coffee drinkers, who on average, leave an 11.4% tip.

**AMERICA’S MOST WANTED**

The latte is the most popular coffee drink in the U.S. Check out the map below to find the states that prefer a different morning fix.

- **$3.49**
  - You can find the most affordable latte in Idaho.

- **$4.45**
  - North Dakota is home to the most expensive latte.

**HOT TOPIC**

- **COLD BREW & ICED COFFEE GROWTH**

  - Americans drink 19% more cold coffee than ever before.

**CUSTOMIZED CAFFEINE**

- **HAWAII, NORTH DAKOTA, AND NEW HAMPSHIRE**

**HAPPY HOURS**

One cup of morning coffee just isn’t enough. Americans stay caffeinated all day long. Here’s when sales peak for the following drinks:

- **BPA**
  - 9 AM

- **10 AM**
  - 10 AM

- **2 PM**
  - 2 PM

**INTERNATIONAL IMPORTS**

In the past year, the Cortado and Flat White have taken the American specialty coffee industry by storm. For international coffee lovers, these drinks are old news but here in the states, sales are skyrocketing for these low-milk coffee concoctions.

- **Cortado**
  - Increased 41%
  - Flat White sales
  - Increased 43% in the past year.

**DATA FROM SQUARE INC.**

Data is based off millions of anonymized transactions from thousands of coffee shops across the U.S. Data set includes transactions from June 2017 to June 2018.