



CAFÉ EL PREMIO

• *One cup invites another* •

[www.baronetcoffee.com](http://www.baronetcoffee.com)

In the U.S. today, one in six people is Hispanic-American – up by 43% since 2000 and driving over 50% of the total population increase since 2008.

- 84% of Hispanic-Americans drink coffee, 12 percentage points ahead of non-Hispanics.
- Spanish-dominant Hispanics outpace bilinguals and English-preferred in overall daily coffee consumption.
- Almost half of all Hispanic-Americans drink gourmet coffee beverages daily, nearly double the number among the other groups.

Baronet Coffee has developed a proprietary blend to sell into this growing market called **Café El Premio**. This strong espresso based coffee has been developed to target the taste profiles of the growing Hispanic-American market.

**Add it to your mix today!**



EL PREMIO  
2-Sided Poster  
18" x 24"



EL PREMIO L3D15  
Dispenser Wrap



EL PREMIO L3D10  
Dispenser Wrap



EL PREMIO Airpot Wrap