

How to Increase Coffee Consumption

One dominant note is sounded in the present discussion on the best way to develop coffee consumption; viz., "Use quality coffees and use more of them."

Coffee roasters who use a goodly percentage of Colombian coffees in their blends are making a definite contribution to increased consumption. Colombian coffees promote consumption because they cause consumers to drink more coffee. Colombian coffees increase the popularity of individual brands because they make for greater satisfaction in the cup.

"COLOMBIANS *for* QUALITY"

**National Federation of Coffee Growers
of Colombia**

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