



THE METH COFFEE STORY

FOUNDED IN SAN FRANCISCO, CALIF. IN 2006, METH COFFEE COMPRISES PARANOID CONSPIRACY THEORISTS, HEADBANGERS, GOTHS AND OTHER CAFFEINE FREAKS DEDICATED TO DETONATING THE TYPICAL GOURMET COFFEE SCENE. A HAND-CRAFTED BLEND OF ORGANIC, FAIR TRADE SUPER-CAFFEINATED COFFEE BEANS AND YERBA MATE, A POWERFUL NATURAL STIMULANT AND ANTIOXIDANT KEPT SECRET BY AMAZONIAN SHAMANS FOR CENTURIES, METH'S INTENSE FORMULA IS GUARANTEED TO ENHANCE ENERGY AND CONCENTRATION FOR COFFEE ADDICTS, SPAZZES AND WORKAHOLICS. METH COFFEE IS FRESH-ROASTED WITHIN 48 HOURS OF SHIPMENT AND CAN BE PURCHASED ONLINE AT WWW.METHCOFFEE.COM/COFFEE.

AFFILIATE AND DEALER PROGRAMS AVAILABLE AT WWW.METHCOFFEE.COM.

METH COFFEE'S ORIGIN

METH COFFEE WAS THE BRAINCHILD OF A SELF-STYLED ANARCHIST, CAFFEINE ADDICT AND CONSPIRACY THEORIST KNOWN ONLY AS THE ROASTER.



BUYER DEMOGRAPHICS		
GENDER	MALE:	59%
	FEMALE:	41%
AGE	ADULTS:	100%
	MEDIAN AGE:	32
	18-49 YEARS:	85%
	21+:	98%
INCOME	MEDIAN HOUSEHOLD INCOME:	54K
	MEDIAN INDEPENDENTLY EARNED INCOME:	29K
MARITAL STATUS	SINGLE:	64%
	MARRIED:	36%
EDUCATION	ANY COLLEGE:	89%
	ATTENDING COLLEGE:	10%
EMPLOYMENT	EMPLOYED:	76%
	PROFESSIONAL/MANAGERIAL:	43%
SPENDING HABITS	AVERAGE MONTHLY CREDIT CARD EXPENDITURE:	\$1,232
	SHOP ONLINE:	96.2%
	BUY MUSIC ONLINE:	95%
	SHOP DEPARTMENT STORES:	94.5%
	DINE OUT REGULARLY:	75%

SOURCE: METH COFFEE BUYER SURVEY, 2/2007



BUYER INFLUENCES	
ROCK MUSIC	GENRES: HARD ROCK, HEAVY METAL, GOTH, GRUNGE, GLAM, NEW WAVE, PUNK, POST PUNK, ALTERNATIVE, PROGRESSIVE, EXPERIMENTAL ARTISTS: MARILYN MANSON, NINE INCH NAILS, OZZY OSBOURNE, SEX PISTOLS, NIRVANA
TELEVISION	THE HOWARD STERN SHOW, WEEDS, THE SARAH SILVERMAN SHOW, SOUTHPARK, SATURDAY NIGHT LIVE
MOVIES	TRAINSPOTTING, SID AND NANCY, FIGHT CLUB, BLOW, PI, I SHOT ANDY WARHOL, APOCALYPSE NOW
MAGAZINES	SPIN, PAPER, ROLLING STONE, BUST
BOOKS	DIARY OF A DRUG FIEND, FEAR AND LOATHING IN LAS VEGAS, JUNKIE, NAKED LUNCH, HEART OF DARKNESS
RADIO	HOWARD STERN, DUSTY STREET (SIRIUS), ALTERNATIVE ROCK STATIONS
STYLE AFFINITIES	GRUNGE, DIY CULTURE, ANARCHY, EXISTENTIALISM, NIHILISM, INDIE ANYTHING, HIGH FASHION, STREET FASHION, BIKER CULTURE, TRUCKER CULTURE, ROCK BAND CULTURE, ANTI AUTHORITARIANISM, DAVID CARSON, LEATHER, SPIKES, PIERCINGS, TATOOS

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