

New England Coffee
#ThankYouBreak

Coffee breaks have always been an important part of the day – and the curveballs of 2020 only further proved how crucial it was to take a moment to breathe. As we watched teachers step up and into the role of frontline worker, we knew that very few were more deserving of a special surprise coffee break than them. Because when you put yourself out there as the coffee brand that everyone can count on, it's important to deliver on that promise no matter what.

2,617
cups of hot coffee handed out to teachers

1.02M
earned media impressions

“Country Road”
Stuck in the heads of teachers across New England

