



2026 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# National Coffee Day

**INTEGRATED CONTENT FEATURES:** Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story. The PDF overviews are intended to be a thematic starting point. Topics highlighted will be revisited and updated during the production stage to align with the current situation

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Each year, National Coffee Day offers an opportunity to recognize one of Canada's most widely enjoyed beverages — and the industry behind it. From local cafés to global brands, coffee continues to shape daily routines, drive economic activity and evolve alongside changing consumer preferences. This special feature will explore how organizations across the coffee ecosystem are innovating, building community and responding to a new generation of coffee drinkers.

**The Canadian coffee culture:** How coffee has become a daily ritual across the country, and the role brands play in shaping both tradition and modern consumption habits.

**Evolving consumer preferences:** From premium blends to ready-to-drink formats and at-home brewing, how tastes are shifting — and what this means for product development and positioning.

**Sustainability and ethical sourcing:** The growing importance of traceability, responsible sourcing and environmental stewardship across the coffee supply chain.

**Innovation in brewing and retail:** Advances in technology, convenience and personalization — from smart machines to digital ordering and loyalty ecosystems.

**The business of coffee in Canada:** Examining the scale and impact of the coffee industry, including employment, retail growth and its contribution to the broader economy.

**Community and connection:** How cafés and brands continue to serve as gathering places, fostering connection in neighbourhoods and across urban and rural communities.



*The Globe and Mail is the #1 newspaper brand in Canada*

*Reaching more senior executives, business owners and professionals*

*Reaching more High-Net-Worth Investors with over \$500K in assets.*

Print/Digital Weekly Readers – **6,484,000**

Print Weekly Readers – **2,912,000** | Digital Weekly Readers – **4,800,999**

Source: Vividata SCC Fall 2025, National, A18+

**Sponsor Content and Brand Ad Booking Deadline**

**Material Deadline**

**Publishing Date**

August 4

September 22

September 29