Business Research Project Part 2: Literature Review

**Amy M. Branum, Lauren M. Rossen, & Kenneth C. Schoendorf, (2014, February). Trends in Caffeine Intake among US Children and Adolescents. Pediatrics, *133*(), 386 -393.**

According to Amy M. Branum, Lauren M. Rossen, and Kenneth C. Schoendorf (2014) “Coffee accounted for 10% of caffeine intake in 1999–2000 but increased to nearly 24% of intake in 2009–2010 (P < .001). Energy drinks did not exist in 1999–2000 but increased to nearly 6% of caffeine intake in 2009–2010”(386 -393 ) While conducting research and analysis Team B discovered that 73% of children consumed some form of caffeine form 1999- 2000 which is the age group that is being targeted in today’s research.

**Demura, Shinichi, Aoki, Hiroki, & Toshihide, (2013, July). Gender Differences in Coffee Consumption and Its Effects in Young People. Food and Nutrition Sciences, (), 748-757.**

According to Demura, Shinichi, Aoki, Hiroki, and Toshihide (2013) “This study aimed to examine gender differences in coffee consumption and awareness of its effects in young people. To examine the above problem, a survey was conducted in 1189 young people 567 males aged 19.3 ± 1.5 years; 622 females aged 19.1 ± 1.2 years” (748-757). This consumption of the age group Team B targeted provides the potential to expand Starbucks while increasing revenue.