



The Midwest is Hooked on Tchibo: Media Buzz on the Heels of Meijer Announcement
Across print, broadcast, and social media, Michigan and Ohio can't stop spreading the news that Tchibo is now available at Meijer.

Spring Influencer Campaign

Three of the Midwest's most popular content creators took to Instagram to encourage over 735,000 consumers to go grab their own Tchibo.



Heidi Stevenson
[@trendyheidi](#)
Followers: 175K
Columbus, OH

The beautiful weather and Tchibo Coffee make for the perfect day outside! Anyone else love the smell of coffee?

Found at Meijer stores and online at [tchibo.us](#)



Makayla Jividen
[@fashionablykay](#)
Followers: 236K
Cleveland, OH

*Morning coffee ☑️📷☕️
We've been trying out a new coffee and love it! [@tchibocoffee usa](#) has multiple blends and has been around for over 70 years 🌱 They are available at multiple retailers throughout the Midwest but now available at Meijer's! 😊*



Rachel Quenzer
[@rachelquenzer](#)
Followers: 324K
Grand Rapids, MI

This year I've been looking for ways to bring some of my favorite European flavors home, and now I'm so thrilled to have found that [@tchibocoffee usa](#) – an iconic European coffee brand – is now available [@meijerstores](#). Besides the fresh, rich, European flavor, Tchibo has a deep ethical commitment to people and the planet and truly helps support farmers around the world – a cause that having a hobby farm helps you to appreciate even more. From bean to cup there's over 7 decades of experience that goes into the art and science of making this perfect cup of coffee. And if I close my eyes and take a sip, its flavor is good enough that I can almost convince myself I'm in Europe...almost.

You can find all four blends of [@Tchibocoffee usa](#), which were created specifically for the U.S. market, at Meijer stores across the Midwest and online at [Tchibo.us](#)



Midwestern bloggers showed excitement about trying Tchibo and shared that it is available at their local supermarket.



Tatanisha and Derek Worthey
[@thiswortheylife](https://www.instagram.com/thiswortheylife)
 Followers: 16.6K
 Lansing, MI



Amber Battishill
[@mommygonehealthy](https://www.instagram.com/mommygonehealthy)
 Followers: 18.6K
 Fenton, MI



Brittany Ray
[@bedazzledbritt](https://www.instagram.com/bedazzledbritt)
 Followers: 7,610
 Rochester, MI



Ben and Julia Kowalczyk
[@beardandbrood](https://www.instagram.com/beardandbrood)
 Followers: 4,322
 Cleveland, OH



Amiyrah Martin
[@amiyrahmartin](https://www.instagram.com/amiyrahmartin)
 Followers: 25.8K
 Columbus, OH

Media Highlights



[MLive](https://www.mlive.com)

Americans up coffee intake amid pandemic

As Americans spent more time at home with fewer things to do during the past year, many filled their cups with some joe.

More than one-third of Americans – 37% – upped their weekly java consumption, according to a study by Tchibo, a European coffee brand that launched in the United States during fall 2020.

The study looks at coffee trends amid the COVID-19 pandemic.

Almost three-quarters of respondents – 73% – said they shifted to brewing more coffee at home. And 53% said they spend most of their coffee budget at the grocery store, compared to 33% that spend the most at java shops.



[WLOH-AM "The Wolf"](https://www.wloh.com)

104.5 FM Lancaster
 99.3 FM Logan
 102.9 New Lexington

Ohio-based radio station, WLOH "The Wolf," is giving out Tchibo every week day for the month of May.

Three lucky listeners from the Columbus metropolitan area will have the chance to win 5 bags of Tchibo coffee to taste at home, during the morning, afternoon and evening program.

