

# Brewing HALLOWEEN MAGIC:

COFFEE SHOPS  
BECOME CHOCOLATE  
LOVERS' HAUNTED  
HAVEN

**31%**  
of chocolate lovers  
visit Starbucks.



**48%**  
of non-chocolate  
lovers visit  
McDonald's.



**19%**  
of non-chocolate  
lovers visit  
Dunkin'.



Non-chocolate  
lovers visit Dunkin'  
twice as often as  
chocolate lovers.

Candy is an integral part of Halloween tradition, and it's that time of year when we dress up, go trick-or-treating, and indulge in sweet treats. This year, we're digging deeper to explore the differences between Halloween candy preferences.

## NEED RESEARCH?

Contact us now: [solutions@mfour.com](mailto:solutions@mfour.com) or call 714-754-1234.  
Data witnessed September 2023.

LEARN MORE

