Who AI Recommends: Coffee

How ChatGPT, Gemini and Google AI Overviews rank 68 coffee brands across ten buying questions, and what it takes to be the brand they name first.

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ENGINES
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PLEASE READ FIRST

Important notice and disclaimer

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AT A GLANCE

The coffee category in numbers

30
AI answers analyzed
10 buying questions × 3 engines

68
coffee brands named
by at least one engine

9
different brands win a question
out of 10 questions

4 of 10
questions where all three engines agree
on the #1 brand

1.5%
of citations point to brands' own websites
2 of 137 sources

50%
of answers mention Peet's
the most of any brand

ABOUT THIS REPORT

This report is part of the Answer Engine Daily AEO Index. Every month we ask ChatGPT, Gemini and Google AI Overviews the same buying questions and record which brands they recommend, the order they put them in, and the sources they cite. This edition covers coffee: ten questions that take in beans, instant coffee and K-cups as well as espresso machines and grinders.

None of the questions names a brand, so every brand starts on equal terms.

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EXECUTIVE SUMMARY

AI splits coffee into many small markets, and Peet's wins more of them than anyone

AI splits coffee into many small markets, and specialists win most of them: Baratza takes grinders, Counter Culture takes decaf. Peet's leads the index with a modest 34.3, while household names like Folgers and Illy are mostly missing. Brand websites supply 1.5% of citations.

KEY FINDINGS

1 **Peet's leads a thin field.**

Peet's tops the index with an AI Rank Score of 34.3 and is ranked first in 5 of 30 answers. Next come Breville (23.3), Stumptown (22.0) and Counter Culture (19.0). Peet's wins dark roast and ground coffee outright. On coffee beans it ties with Counter Culture.

2 **Equipment makers win their questions outright.**

Breville (espresso machines), Moccamaster (drip coffee makers) and Baratza (grinders) each score 100. All three engines rank them first. Moccamaster and Baratza show up on no other question, while Breville also places well on drip makers and grinders.

3 **Stumptown is named often and rarely first.**

Stumptown appears in 43% of answers, second only to Peet's, and Gemini names it more than any other brand (60% of its answers). Yet only 2 of 30 answers rank it first, and it wins no question. A mention lower down the list counts for much less.

4 **The engines agree on only four questions.**

ChatGPT, Gemini and Google AI Overviews pick the same top brand for 4 of the 10 questions: espresso machines, drip makers, grinders and dark roast. On beans, instant coffee, cold brew and ground coffee, each engine names a different #1.

5 **AI learns about coffee from blogs and Google Shopping.**

Of the 137 sources the engines cited, 98.5% belong to someone other than the brand. Brand websites supplied just 2 citations. ChatGPT draws 69.4% of its citations from independent blogs. For AI Overviews, Google Shopping cards make up 35.6% of what it cites.

6 **Big household names are largely missing.**

Folgers is absent from 5 of the 6 questions where we expected it, and Illy from all 3 of its questions. Starbucks and Dunkin' miss 3 questions each, though Starbucks still appears on 41% of the pages the engines cite.

1 · THE COFFEE LEADERBOARD

Peet's leads the AI shelf for coffee, with a score of just 34.3

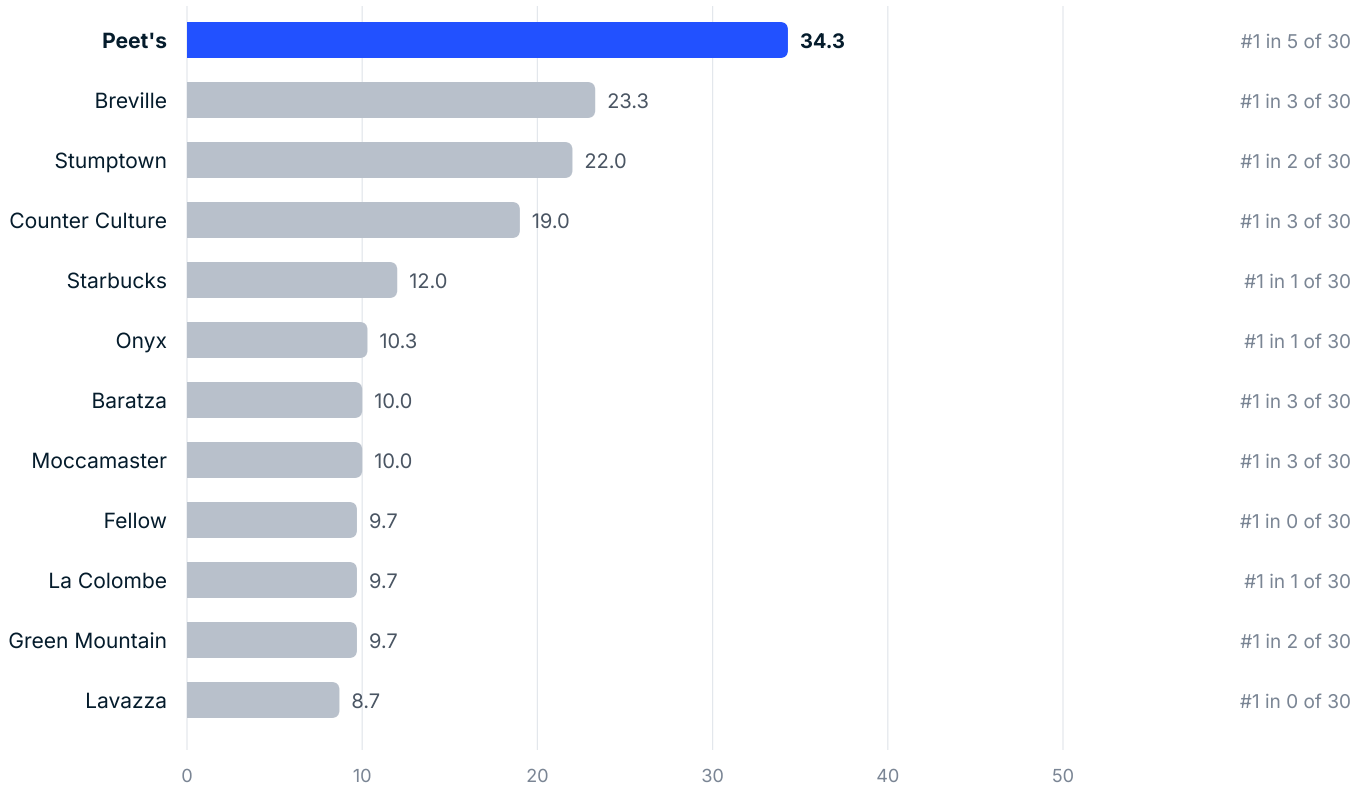
The AI Rank Score measures how high each engine places a brand in its recommendations across all ten questions. To score 100, a brand would need to be named first by all three engines on every question. Coffee questions mix beans and pods with machines and grinders, so a roaster cannot score on espresso machines and an equipment maker cannot score on decaf. That caps every total.

Peet's wins dark roast and ground coffee outright and shares coffee beans. It also turns up steadily elsewhere and is named in half of all answers. Breville is second on the strength of one dominant win, espresso machines, plus strong places on drip makers and grinders. The fair comparison is within each segment, and the question pages give that detail.

Exhibit 1

Peet's ranks first on the AI Rank Score, with Breville second.

AI Rank Score, coffee category, top 12 brands (0–100)



Figures on the right show how many of the 30 answers rank the brand #1.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Stumptown is named in 43% of answers but ranked first in only two

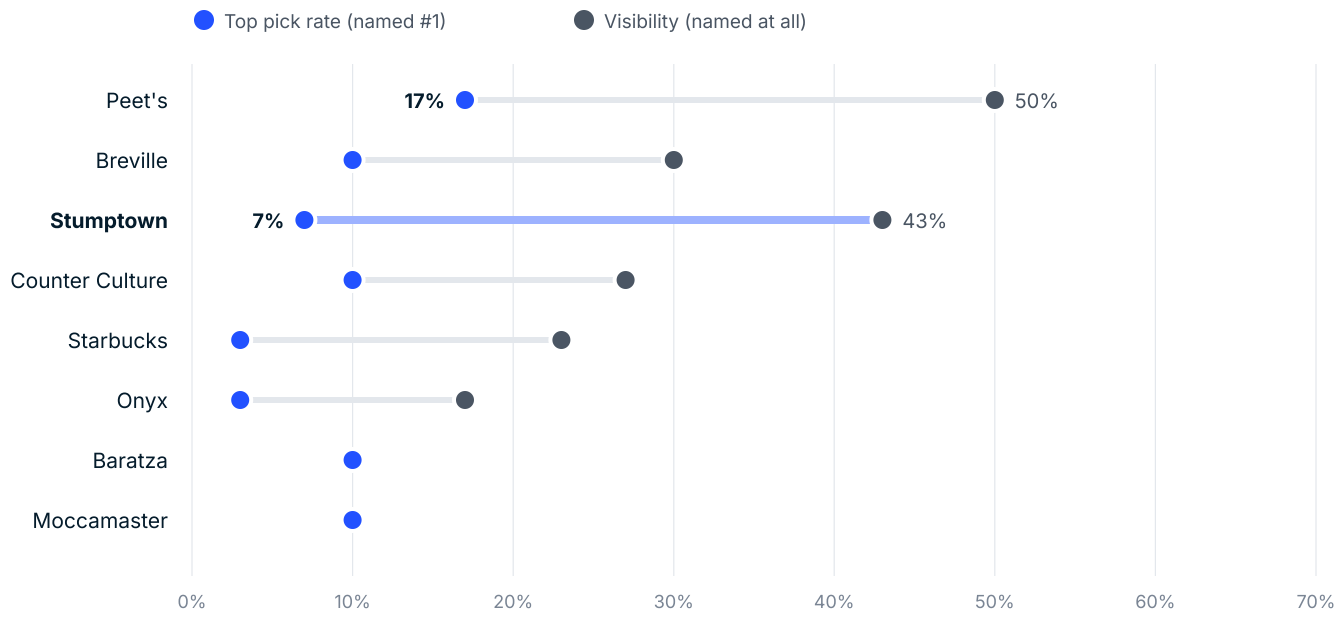
Visibility counts how often a brand is named at all. The top pick rate counts how often it is named first. The gap between the two tells you whether an engine sees a brand as the answer or as one more option on the list.

Stumptown has the widest gap in the index. It shows up on six questions, including beans, cold brew and ground coffee, yet only 2 of 30 answers rank it first. Peet's converts better, with 5 first places from 50% visibility. Baratza is the opposite case. It is named in 10% of answers, all on its own question, and ranked first in every one.

Exhibit 2

Stumptown is the second most visible brand, but rarely the first pick.

Visibility and top pick rate, % of 30 AI answers, top 8 brands



Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Why first place matters

AI answers are short lists. Someone who asks for "the best coffee bean brands" tends to read the first name or two and stop there. Brands in fourth or fifth place still get seen, but they rarely end up in the shopping cart.

2 · WINNERS AND LOSERS, QUESTION BY QUESTION

Nine brands share the ten #1 spots in coffee

Taken one question at a time, coffee splits into separate markets for beans, pods, cold brew and equipment, and a win in one says almost nothing about the next. Three equipment makers post perfect scores on their questions. The bean questions are much tighter. Peet's and Counter Culture tie on coffee beans at just 47.

Exhibit 3

Peet's wins three questions, and specialists take most of the rest.

AI Rank Score by question (0–100), top 8 brands; bold = question winner; – = not named by any engine

	Beans	Espresso machines	Instant	Cold brew	K-cups	Drip makers	Grinders	Decaf	Ground	Dark roast
Peet's	**47**	–	–	–	67	–	–	50	**80**	**100**
Breville	–	**100**	–	–	–	73	60	–	–	–
Stumptown	43	–	–	53	3	–	–	43	63	13
Counter Culture	**47**	–	–	–	–	–	–	**93**	27	23
Starbucks	–	–	23	–	33	–	–	–	37	27
Onyx	37	–	–	–	–	–	–	40	–	27
Baratza	–	–	–	–	–	–	**100**	–	–	–
Moccamaster	–	–	–	–	–	**100**	–	–	–	–

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

What this means for brands

Start by deciding which questions you belong in. A roaster has nothing to gain from the espresso machine question. Inside each segment the gaps are wide. Baratza scores 100 on grinders, while Fellow, named in 20% of all answers, has no first place. Household names should check every bean question for gaps.

Exhibit 4

Winners and losers on every coffee question.

Winner and runner-up by AI Rank Score

#	QUESTION	WINNER (SCORE)	RUNNER-UP	DETAIL
1	Best coffee bean brands	**Peet's & Counter Culture** 47	Stumptown 43	p. 9
2	Best espresso machine brands	**Breville** 100	De'Longhi 80	p. 10
3	Best instant coffee brands	**Mount Hagen** 60	Waka 53	p. 11
4	Best cold brew coffee brands	**La Colombe & STōK** 73	Stumptown 53	p. 12
5	Best K-cup coffee brands	**Green Mountain** 93	Peet's 67	p. 13
6	Best drip coffee maker brands	**Moccamaster** 100	Breville 73	p. 14
7	Best coffee grinder brands	**Baratza** 100	Breville 60	p. 15
8	Best decaf coffee brands	**Counter Culture** 93	Peet's 50	p. 16
9	Best ground coffee brands	**Peet's** 80	Stumptown 63	p. 17
10	Best dark roast coffee brands	**Peet's** 100	Death Wish 40	p. 18

Each question has its own page with the full list of brands, engine positions and sources (see the Detail column).

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

QUOTE IT

#1 in AI answers for "Best espresso machine brands": Breville (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

Results apply to October 2026 only and are subject to the Important notice and disclaimer on the last page.

2 · QUESTION 1 OF 10

"Best coffee bean brands"

Peet's and Counter Culture share the top spot for coffee beans

16	47	None	14
brands named across the three answers	AI Rank Score for Peet's and Counter Culture	engines agree on the #1 brand	sources cited, none from brand sites

Peet's and Counter Culture tie at 47. Peet's is ranked first by one engine; Counter Culture is ranked first by one engine. Each engine picks a different #1: ChatGPT chooses Counter Culture, Gemini Onyx and Google AI Overviews Peet's. The field is wide open: 16 brands are named and the top three take only 31% of mentions.

Exhibit 4.1

Peet's and Counter Culture score 47, out of 16 brands named.

AI Rank Score and engine positions, top 10 brands for "Best coffee bean brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Peet's	47	#5	#8	**#1**	11.5%	3/3	1/3
2	Counter Culture	47	**#1**	#4	–	8.2%	2/3	1/3
3	Stumptown	43	#3	#5	#4	11.5%	2/3	0/3
4	Onyx	37	#6	**#1**	–	9.8%	2/3	1/3
5	Intelligentsia	33	#2	#6	#6	6.6%	2/3	0/3
6	Lavazza	30	–	#9	#2	6.6%	2/3	0/3
7	Sey Coffee	30	#7	#2	–	8.2%	2/3	0/3
8	Verve	27	#9	#7	#3	8.2%	2/3	0/3
9	La Colombe	23	#4	–	#5	4.9%	1/3	0/3
10	George Howell	20	–	#3	–	3.3%	1/3	0/3

6 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

Google Shopping cards	3
fullcoffeeroast.com	2
bettercoffeefinds.com	1
coffeelabadvisor.com	1

Plus 7 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Blue Bottle and Café Bustelo

QUOTE IT. Joint #1 in AI answers for "Best coffee bean brands": Peet's and Counter Culture (AI Rank Score 47/100). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 2 OF 10

"Best espresso machine brands"

Breville is the clear AI pick for espresso machines

12	100	All 3	9
brands named across the three answers	AI Rank Score for Breville	engines agree on the #1 brand	sources cited, none from brand sites

Breville scores 100 and is the first pick on all three engines. De'Longhi is a distant second at 80. The field is wide open: 12 brands are named and the top three take only 38% of mentions.

Exhibit 4.2

Breville scores 100, out of 12 brands named.

AI Rank Score and engine positions, top 10 brands for "Best espresso machine brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Breville	100	**#1**	**#1**	**#1**	15.5%	3/3	3/3
2	De'Longhi	80	#2	#2	#2	9.9%	3/3	0/3
3	Gaggia	60	#3	#3	#3	12.7%	3/3	0/3
4	Rancilio	37	#5	#4	#4	12.7%	3/3	0/3
5	Jura	20	#4	#10	#7	12.7%	3/3	0/3
6	Lelit	13	–	#6	#5	7.0%	2/3	0/3
7	Profitec	13	–	#5	#6	8.5%	2/3	0/3
8	La Marzocco	10	#7	#8	#9	7.0%	2/3	0/3
9	Philips	7	#6	#11	–	8.5%	2/3	0/3
10	Decent Espresso	3	–	#9	–	2.8%	1/3	0/3

2 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

cartiq.net	1
coffeegeek.com	1
coffeeversus.com	1
Google Shopping cards	1

Plus 5 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best espresso machine brands": Breville (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 3 OF 10

"Best instant coffee brands"

Mount Hagen leads AI answers for instant coffee, ahead of Waka

15	60	None	18
brands named across the three answers	AI Rank Score for Mount Hagen	engines agree on the #1 brand	sources cited, 1 from brand sites

Mount Hagen scores 60 without a single first place. It wins by ranking high on every engine. Waka is close behind at 53, so this question could change hands next month. Each engine picks a different #1: ChatGPT chooses Illy, Gemini Waka and Google AI Overviews Sudden. The field is wide open: 15 brands are named and the top three take only 26% of mentions.

Exhibit 4.3

Mount Hagen scores 60, out of 15 brands named.

AI Rank Score and engine positions, top 10 brands for "Best instant coffee brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Mount Hagen	60	#2	#4	#3	13.0%	2/3	0/3
2	Waka	53	#3	**#1**	–	11.1%	2/3	1/3
3	Illy	33	**#1**	–	–	1.9%	1/3	1/3
4	Sudden	33	–	–	**#1**	1.9%	1/3	1/3
5	Four Sigmatic	30	–	#8	#2	11.1%	1/3	0/3
6	Blue Bottle	27	–	#2	–	9.3%	1/3	0/3
7	Starbucks	23	#4	–	#5	7.4%	1/3	0/3
8	Partners Coffee	20	–	#3	–	3.7%	1/3	0/3
9	Café Bustelo	17	#6	#5	#8	9.3%	2/3	0/3
10	Nescafé	17	#5	#6	#6	16.7%	2/3	0/3

5 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

walmart.com	3
99boulders.com	1
andreaference.com	1
britishessentials.com	1

Plus 12 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best instant coffee brands": Mount Hagen (AI Rank Score 60/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 4 OF 10

"Best cold brew coffee brands"

La Colombe and STŌK share the top spot for cold brew coffee

9	73	None	19
brands named across the three answers	AI Rank Score for La Colombe and STŌK	engines agree on the #1 brand	sources cited, none from brand sites

La Colombe and STŌK tie at 73. La Colombe is ranked first by one engine; STŌK is ranked first by one engine. Each engine picks a different #1: ChatGPT chooses La Colombe, Gemini STŌK and Google AI Overviews Stumptown. In total 9 brands are named, and the top three take 42% of all brand mentions.

Exhibit 4.4

La Colombe and STŌK score 73, out of 9 brands named.

AI Rank Score and engine positions, top 9 brands for "Best cold brew coffee brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	La Colombe	73	**#1**	#4	#2	16.3%	3/3	1/3
2	STŌK	73	#3	**#1**	#3	16.3%	3/3	1/3
3	Stumptown	53	–	#3	**#1**	9.3%	2/3	1/3
4	Chameleon	37	#4	#5	#4	14.0%	3/3	0/3
5	Califia	37	#5	#2	–	9.3%	2/3	0/3
6	Wandering Bear	30	#2	#6	–	11.6%	2/3	0/3
7	Bizzy	17	#6	#7	#5	16.3%	3/3	0/3
8	Four Sigmatic	3	#7	–	–	2.3%	1/3	0/3
9	Grady's	3	–	#8	–	4.7%	1/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

Google Shopping cards		2
sporked.com	1	1
allrecipes.com		1
reddit.com	1	

Plus 13 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Grady's

QUOTE IT. Joint #1 in AI answers for "Best cold brew coffee brands": La Colombe and STŌK (AI Rank Score 73/100). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 5 OF 10

"Best K-cup coffee brands"

Green Mountain is the clear AI pick for K-cup coffee

12	93	2 of 3	10
brands named across the three answers	AI Rank Score for Green Mountain	engines agree on the #1 brand	sources cited, none from brand sites

Green Mountain scores 93. Two of the three engines rank it first. Gemini puts it at #2 and picks Dunkin' instead. Peet's is a distant second at 67. In total 12 brands are named, and the top three take 41% of all brand mentions.

Exhibit 4.5

Green Mountain scores 93, out of 12 brands named.

AI Rank Score and engine positions, top 10 brands for "Best K-cup coffee brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Green Mountain	93	**#1**	#2	**#1**	12.7%	3/3	2/3
2	Peet's	67	#2	#4	#2	14.3%	3/3	0/3
3	Dunkin'	57	#4	**#1**	#5	14.3%	3/3	1/3
4	Starbucks	33	#3	–	#4	6.3%	2/3	0/3
5	Death Wish	20	#5	#5	–	9.5%	2/3	0/3
6	Caribou	20	–	–	#3	3.2%	1/3	0/3
7	Keurig	20	–	#3	–	14.3%	1/3	0/3
8	Kirkland	7	#6	#9	–	7.9%	2/3	0/3
9	Black Rifle	3	–	#6	–	3.2%	1/3	0/3
10	Illy	3	#7	–	–	3.2%	1/3	0/3

2 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

Google Shopping cards	3
youtube.com	2
allkitchentips.com	1
coffeeinformer.com	1

Plus 3 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best K-cup coffee brands": Green Mountain (AI Rank Score 93/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 6 OF 10

"Best drip coffee maker brands"

Moccamaster is the clear AI pick for drip coffee makers

10	100	All 3	12
brands named across the three answers	AI Rank Score for Moccamaster	engines agree on the #1 brand	sources cited, none from brand sites

Moccamaster scores 100 and is the first pick on all three engines. Breville is a distant second at 73. In total 10 brands are named, and the top three take 50% of all brand mentions.

Exhibit 4.6

Moccamaster scores 100, out of 10 brands named.

AI Rank Score and engine positions, top 10 brands for "Best drip coffee maker brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Moccamaster	100	**#1**	**#1**	**#1**	22.9%	3/3	3/3
2	Breville	73	#2	#3	#2	12.9%	3/3	0/3
3	Ninja	33	#4	#5	#5	14.3%	3/3	0/3
4	OXO	33	#6	#2	#6	17.1%	3/3	0/3
5	Fellow	33	–	#4	#3	11.4%	2/3	0/3
6	Cuisinart	23	#3	#6	–	8.6%	2/3	0/3
7	Ratio	13	–	–	#4	2.9%	1/3	0/3
8	Bonavita	10	#5	–	–	2.9%	1/3	0/3
9	Hamilton Beach	7	#7	#7	–	5.7%	2/3	0/3
10	Mr. Coffee	3	–	#8	–	1.4%	1/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

Google Shopping cards	2
bonappetit.com	1
coffeecraftguide.com	1
coffeeguidebook.com	1

Plus 7 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Bonavita and Mr. Coffee

QUOTE IT. #1 in AI answers for "Best drip coffee maker brands": Moccamaster (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 7 OF 10

"Best coffee grinder brands"

Baratza is the clear AI pick for coffee grinders

9	100	All 3	14
brands named across the three answers	AI Rank Score for Baratza	engines agree on the #1 brand	sources cited, none from brand sites

Baratza scores 100 and is the first pick on all three engines. Breville is a distant second at 60. In total 9 brands are named, and the top three take 49% of all brand mentions.

Exhibit 4.7

Baratza scores 100, out of 9 brands named.

AI Rank Score and engine positions, top 9 brands for "Best coffee grinder brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Baratza	100	**#1**	**#1**	**#1**	20.3%	3/3	3/3
2	Breville	60	#3	#2	#4	8.7%	3/3	0/3
3	Fellow	60	#4	#3	#2	20.3%	3/3	0/3
4	Eureka	33	–	#4	#3	13.0%	2/3	0/3
5	OXO	27	#2	–	–	4.3%	1/3	0/3
6	1Zpresso	23	#5	#6	#5	15.9%	3/3	0/3
7	Niche	10	–	#5	–	8.7%	1/3	0/3
8	Comandante	3	–	#7	–	4.3%	1/3	0/3
9	Cuisinart	3	#6	–	–	4.3%	1/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

Google Shopping cards	3
cartiq.net	1
coffeegeek.com	1
coffeekev.com	1

Plus 8 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE OXO and Comandante

QUOTE IT. #1 in AI answers for "Best coffee grinder brands": Baratza (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 8 OF 10

"Best decaf coffee brands"

Counter Culture is the clear AI pick for decaf coffee

15	93	2 of 3	20
brands named across the three answers	AI Rank Score for Counter Culture	engines agree on the #1 brand	sources cited, 1 from brand sites

Counter Culture scores 93. Two of the three engines rank it first. Gemini puts it at #2 and picks Swiss Water instead. Swiss Water is a distant second at 50. In total 15 brands are named, and the top three take 44% of all brand mentions.

Exhibit 4.8

Counter Culture scores 93, out of 15 brands named.

AI Rank Score and engine positions, top 10 brands for "Best decaf coffee brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Counter Culture	93	**#1**	#2	**#1**	9.5%	3/3	2/3
2	Swiss Water	50	#9	**#1**	#4	23.8%	2/3	1/3
3	Peet's	50	#2	#6	#3	11.1%	3/3	0/3
4	Stumptown	43	#6	#4	#2	7.9%	3/3	0/3
5	Onyx	40	#3	#3	–	6.3%	2/3	0/3
6	Kicking Horse	17	#4	#7	–	3.2%	2/3	0/3
7	Volcanica	13	#5	#9	–	6.3%	2/3	0/3
8	Lavazza	10	#7	#8	#7	9.5%	3/3	0/3
9	Mount Hagen	10	#8	#10	#8	7.9%	3/3	0/3
10	Blue Bottle	10	–	#5	–	3.2%	1/3	0/3

5 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

tastingtable.com	1	1
Google Shopping cards		2
reddit.com	2	
brewmatric.com		1

Plus 13 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Dunkin'

QUOTE IT. #1 in AI answers for "Best decaf coffee brands": Counter Culture (AI Rank Score 93/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 9 OF 10

"Best ground coffee brands"

Peet's leads AI answers for ground coffee, ahead of Stumptown

11	80	None	13
brands named across the three answers	AI Rank Score for Peet's	engines agree on the #1 brand	sources cited, none from brand sites

Peet's scores 80, although only Google AI Overviews ranks it first. Stumptown follows at 63. Each engine picks a different #1: ChatGPT chooses Starbucks, Gemini Stumptown and Google AI Overviews Peet's. In total 11 brands are named, and the top three take 47% of all brand mentions.

Exhibit 4.9

Peet's scores 80, out of 11 brands named.

AI Rank Score and engine positions, top 10 brands for "Best ground coffee brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Peet's	80	#2	#3	**#1**	19.4%	3/3	1/3
2	Stumptown	63	#5	**#1**	#3	19.4%	3/3	1/3
3	Lavazza	47	#3	–	#2	8.3%	2/3	0/3
4	Starbucks	37	**#1**	#9	–	5.6%	1/3	1/3
5	Counter Culture	27	–	#2	–	8.3%	1/3	0/3
6	Dunkin'	20	–	#5	#5	11.1%	2/3	0/3
7	Death Wish	17	#4	#7	–	8.3%	2/3	0/3
8	Café Bustelo	13	–	#4	–	5.6%	1/3	0/3
9	Maxwell House	13	–	–	#4	2.8%	1/3	0/3
10	Bizzy	3	–	#6	–	8.3%	1/3	0/3

1 more brand named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

Google Shopping cards	2
amazon.com	1
beanthusiast.com	1
coffeehubeg.com	1

Plus 8 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Counter Culture and Café Bustelo

QUOTE IT. #1 in AI answers for "Best ground coffee brands": Peet's (AI Rank Score 80/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 10 OF 10

"Best dark roast coffee brands"

Peet's is the clear AI pick for dark roast coffee

11	100	All 3	8
brands named across the three answers	AI Rank Score for Peet's	engines agree on the #1 brand	sources cited, none from brand sites

Peet's scores 100 and is the first pick on all three engines. Death Wish is a distant second at 40. The field is wide open: 11 brands are named and the top three take only 36% of mentions.

Exhibit 4.10

Peet's scores 100, out of 11 brands named.

AI Rank Score and engine positions, top 10 brands for "Best dark roast coffee brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Peet's	100	#1	#1	#1	16.7%	3/3	3/3
2	Death Wish	40	#5	#6	#2	14.6%	3/3	0/3
3	Onyx	27	#2	–	–	4.2%	1/3	0/3
4	Starbucks	27	–	#2	–	10.4%	1/3	0/3
5	Counter Culture	23	#6	#3	–	14.6%	2/3	0/3
6	Kicking Horse	23	#3	#7	–	6.2%	2/3	0/3
7	Keurig	20	–	–	#3	2.1%	1/3	0/3
8	Blue Bottle	13	#7	#5	–	12.5%	2/3	0/3
9	Black Rifle	13	#4	–	–	4.2%	1/3	0/3
10	Stumptown	13	–	#4	–	10.4%	1/3	0/3

1 more brand named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

Google Shopping cards	3
beanbox.com	1
brewrank.com	1
caffeine.supply	1

Plus 2 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Starbucks, Stumptown and Café Bustelo

QUOTE IT. #1 in AI answers for "Best dark roast coffee brands": Peet's (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

3 · THE ENGINES DISAGREE

The three engines agree on the top pick for only four coffee questions

ChatGPT, Gemini and Google AI Overviews name the same #1 brand for 4 of the 10 questions. On coffee beans, instant coffee, cold brew and ground coffee, each engine picks a different brand. Their answers differ in shape too. Gemini writes about 1,200 words and names 9.5 brands per answer. Google AI Overviews keeps it to about 210 words and 6.3 brands.

The splits show up brand by brand. Google AI Overviews ranks Peet's first three times, while ChatGPT and Gemini do so once each. Gemini names Stumptown in 60% of its answers. Onyx is named by ChatGPT and Gemini but never appears on AI Overviews.

Exhibit 5

Engines split on six of the ten coffee questions.

Brand ranked #1 by each engine, by question

QUESTION	CHATGPT	GEMINI	GOOGLE AI OVERVIEWS	
Best coffee bean	Counter Culture	Onyx	Peet's	Split
Best espresso machine	Breville	Breville	Breville	✓ All agree
Best instant coffee	Illy	Waka	Sudden	Split
Best cold brew coffee	La Colombe	STōK	Stumptown	Split
Best K-cup coffee	Green Mountain	Dunkin'	Green Mountain	Split
Best drip coffee maker	Moccamaster	Moccamaster	Moccamaster	✓ All agree
Best coffee grinder	Baratza	Baratza	Baratza	✓ All agree
Best decaf coffee	Counter Culture	Swiss Water	Counter Culture	Split
Best ground coffee	Starbucks	Stumptown	Peet's	Split
Best dark roast coffee	Peet's	Peet's	Peet's	✓ All agree

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Visibility and #1 picks by engine, top 6 brands (% of each engine's 10 answers / number of #1 picks)

BRAND	CHATGPT	GEMINI	AI OVERVIEWS
Peet's	50% / 1×#1	50% / 1×#1	50% / 3×#1
Breville	30% / 1×#1	30% / 1×#1	30% / 1×#1
Stumptown	30% / 0×#1	60% / 1×#1	40% / 1×#1
Counter Culture	30% / 2×#1	40% / 0×#1	10% / 1×#1
Starbucks	30% / 1×#1	20% / 0×#1	20% / 0×#1
Onyx	30% / 0×#1	20% / 1×#1	0% / 0×#1

4 · WHERE AI LEARNS ABOUT COFFEE

Brand websites supply almost none of the sources behind AI coffee answers

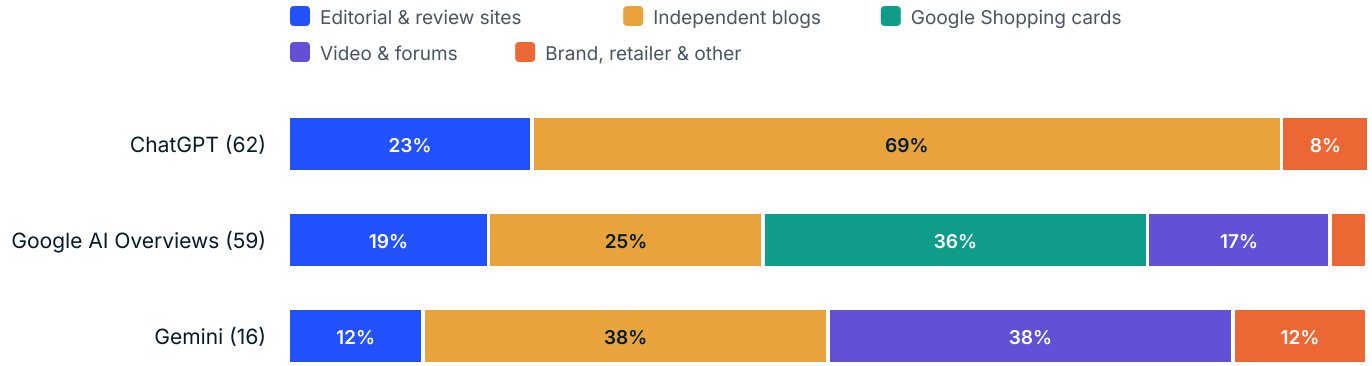
Across the ten questions, the engines cited 137 sources from 84 websites. Only 2 of those citations (1.5%) go to a brand's own website. The rest come from independent blogs, Google Shopping cards, editorial reviews, video, forums and retailers.

The engines differ in where they look. ChatGPT takes 69.4% of its citations from independent blogs and did not cite a single Reddit thread or YouTube video for coffee. Google AI Overviews leans on Google Shopping cards (35.6% of its citations), mixed with blogs, reviews and video. Gemini cited sources in only 2 of its 10 coffee answers, which makes it the hardest engine to influence through sources.

Exhibit 6

Outside sources supply 98.5% of the citations behind AI coffee recommendations.

Share of cited sources by type and engine, %



Figures in brackets show how many sources each engine cited across the 10 questions. Gemini cited sources in 2 of its 10 answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

2%	0	36%	2 of 10
of citations come from brands' own websites	Reddit or YouTube citations by ChatGPT in this category	of AI Overviews' citations are Google Shopping cards	Gemini answers that cite any source

Starbucks tops the cited pages but rarely the AI picks

We read the 64 cited articles we could open. Starbucks is the main brand on 12 of them, more than any other. It ranks first in just 1 of 30 answers. Peet's leads only 1 page and still tops the index.

Exhibit 7

Starbucks leads the most cited pages but has only one first place.

Share of 64 cited articles that mention each brand, number of articles where it is the most mentioned brand, and #1 picks

BRAND	MENTIONED ON CITED PAGES	PAGES WHERE IT IS THE MAIN BRAND	#1 PICKS (OF 30)
Peet's	30%	1	5
Breville	23%	4	3
Stumptown	23%	2	2
Counter Culture	19%	2	3
Starbucks	41%	12	1
Onyx	14%	3	1

Based on the 64 of 105 cited article pages we could open. Video, social and Google Shopping links are excluded. A brand counts as the main brand on a page when it is mentioned more often than any other.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Exhibit 8

Google Shopping, YouTube and Reddit carry the most weight.

Most cited domains across 30 answers, with the engines that cited them and the brands they feature most

ChatGPT · Gemini · Google AI Overviews Number = citations by that engine

WEBSITE	CITATIONS	CITED BY	QUESTIONS	BRANDS IT FEATURES MOST
Google Shopping cards	21	21	9	Product listings
youtube.com	8	2 · 6	7	Video and discussion (not analyzed)
reddit.com	6	3 · 3	5	Video and discussion (not analyzed)
foodnetwork.com	4	4	4	Page could not be opened
tastingtable.com	4	1 · 3	3	Starbucks, Peet's, Lavazza, Dunkin'
seriouseats.com	3	3	3	Page could not be opened
fullcoffeeroast.com	3	3	2	Peet's, Stumptown, Intelligentsia, Counter Culture
walmart.com	3	3	1	Waka, Starbucks, Folgers

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

5 · WHAT LEADERS SHOULD DO NOW

What leaders should do now

CEOs

- Track AI recommendation share next to market share. In coffee, several household names barely appear in AI answers.
- Ask for the top pick rate within your own segment, such as pods or grinders. Mentions alone flatter the brand.
- Fund this as a standing program. The engines change their answers every month, so a single campaign will fade.

CMOs

- Choose the questions you have to win ("best decaf coffee", for example) and measure each engine on its own.
- Treat Google Shopping product data as AEO work. It supplies 35.6% of AI Overviews' coffee citations.
- Brief independent coffee bloggers. They supply 69.4% of ChatGPT's coffee citations.

Brand & PR teams

- Put food and coffee editors (Tasting Table, Serious Eats, Food Network) ahead of general news coverage.
- Get honest reviews onto YouTube and take part in real Reddit discussions. Google AI Overviews and Gemini cite both.
- If you make equipment, court specialist sites such as CoffeeGeek that cover espresso machines and grinders.

Agencies

- Report on a fixed set of questions, engine by engine, with the AI Rank Score and the top pick rate.
- Split coffee reporting by segment. A grinder brand and a roaster compete for different answers.
- Benchmark results every month against the Answer Engine Daily index.

The coffee citation playbook: where to get cited

Every source below was cited by at least one engine while answering this month's ten coffee questions. The number in brackets is how often it was cited.

Must win

Cited across engines and questions

- Google Shopping product listings (21, AI Overviews only)
- YouTube reviews (8, 7 questions)
- Reddit (6)
- Tasting Table (4)

Editorial & blogs

Shapes ChatGPT's and AI Overviews' shortlists

- Food Network (4, ChatGPT only)
- Serious Eats (3, AI Overviews)
- Full Coffee Roast (3)
- BrewRank (2)
- Cafy (2)

Specialist & retail

Adds credibility on equipment and buying questions

- CoffeeGeek (2, espresso and grinders)
- CartIQ (2, espresso and grinders)
- Walmart (3, ChatGPT)

See the full picture for your brand

The public index shows where your brand stands this month. A private markaeo audit goes further. It benchmarks you against the competitors you name across hundreds of questions, tracks each engine every week and lists the exact pages behind each competitor's #1 picks. It also ties AI visibility to your traffic and revenue. **markaeo.com**

APPENDIX

Brand scorecard: the 20 highest ranked coffee brands

Exhibit A1

All eight index metrics for coffee.

Percentages are shares of the 30 AI answers. Missing counts questions where the brand sells in the segment but no engine named it

#	BRAND	AI RANK SCORE	VISIBILITY	RECOM-MENDATION	TOP PICK	SHARE OF VOICE	ALL 3 ENGINES	SHOPPING CARDS	OWN-SITE CITES	MISSING
1	**Peet's**	**34.3**	50%	50%	17%	6.6%	5/10	4	0	0 of 5
2	**Breville**	**23.3**	30%	30%	10%	4.5%	3/10	0	0	0 of 3
3	**Stumptown**	**22.0**	43%	40%	7%	5.5%	3/10	0	0	0 of 3
4	**Counter Culture**	**19.0**	27%	27%	10%	3.6%	1/10	0	0	0 of 4
5	**Starbucks**	**12.0**	23%	17%	3%	2.6%	0/10	0	0	3 of 7
6	**Onyx**	**10.3**	17%	17%	3%	2.1%	0/10	0	0	–
7	**Baratza**	**10.0**	10%	10%	10%	2.4%	1/10	1	0	0 of 1
8	**Moccamaster**	**10.0**	10%	10%	10%	2.8%	1/10	1	0	0 of 1
9	**Fellow**	**9.7**	20%	20%	0%	4.2%	1/10	1	0	0 of 2
10	**La Colombe**	**9.7**	17%	13%	3%	1.7%	1/10	0	0	2 of 4
11	**Green Mountain**	**9.7**	13%	13%	7%	1.6%	1/10	1	0	0 of 1
12	**Lavazza**	**8.7**	23%	23%	0%	2.2%	1/10	0	0	2 of 5
13	**Dunkin'**	**8.7**	20%	20%	3%	2.6%	1/10	2	0	3 of 6
14	**Death Wish**	**8.3**	30%	30%	0%	3.6%	1/10	1	0	0 of 4
15	**De'Longhi**	**8.0**	10%	10%	0%	1.2%	1/10	1	0	0 of 1
16	**STōK**	**7.3**	10%	10%	3%	1.2%	1/10	1	0	0 of 1
17	**Mount Hagen**	**7.0**	20%	17%	0%	2.1%	2/10	0	0	0 of 1
18	**OXO**	**6.0**	13%	13%	0%	2.6%	1/10	0	0	0 of 2
19	**Gaggia**	**6.0**	10%	10%	0%	1.6%	1/10	0	0	0 of 1
20	**Blue Bottle**	**5.3**	17%	17%	0%	2.6%	0/10	0	0	1 of 3

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

METHODOLOGY

How the index is built

Questions	Ten fixed buying questions that never name a brand.
Engines	ChatGPT (OpenAI), Gemini (Google) and Google AI Overviews, run on 21 October 2026. One answer per question per engine, 30 answers in all.
Location	All answers were collected from a single city in the United States. AI engines tailor answers to where the user is, so people asking the same questions from other cities, states or countries may see different brands, rankings and sources.
Brand detection	We match brand names and their product lines in each answer and checked samples of the matches by hand. Technivorm counts as Moccamaster.
Rank	A brand's position in the engine's list of recommendations. If an answer has no list, we use the order in which brands are named.
AI Rank Score	Points by position (#1 = 10, #2 = 8, #3 = 6, #4 = 4, #5 = 3, lower = 1, not named = 0), added up across engines and questions and scaled to 100.
Visibility	Share of the 30 answers that name the brand.
Recommendation rate	Share of answers that include the brand in the AI's list of picks.
Top pick rate	Share of answers that rank the brand #1.
Share of voice	The brand's share of all brand mentions in the category.
Missing	A major brand that sells in the segment but that none of the three engines named for that question.
Sources	We classified all 137 citations by type and read the 64 article pages we could open to see which brands each one covers.
Limitations	One run per engine, from one U.S. location. AI answers vary between runs, over time and by location. Gemini returned sources for 2 of its 10 coffee answers. The results describe what AI engines say, which is a separate question from product quality.

THE TEN COFFEE QUESTIONS

1. Best coffee bean brands
2. Best espresso machine brands
3. Best instant coffee brands
4. Best cold brew coffee brands
5. Best K-cup coffee brands
6. Best drip coffee maker brands
7. Best coffee grinder brands
8. Best decaf coffee brands
9. Best ground coffee brands
10. Best dark roast coffee brands

ABOUT

About this index

Answer Engine Daily

answerenginedaily.com

Answer Engine Daily publishes a free monthly U.S. index of how AI engines rank brands. It tracks 200 buying questions across 20 consumer categories, including footwear, skincare, credit cards and airlines.

markaeo

markaeo.com

markaeo runs private AEO audits for brands and agencies. It benchmarks a brand against named competitors across hundreds of questions and tracks each engine separately. It also connects AI visibility to traffic and revenue.

How to cite this report

Brands named #1 may quote their result if they include the question, the month and a link, for example: "#1 in AI answers for 'Best espresso machine brands', Answer Engine Daily AEO Index, U.S., October 2026 (answerenginedaily.com), powered by markaeo.com."

This report records how AI engines answered a fixed set of questions on one date. It says nothing about product quality. Brand names are trademarks of their owners and appear here for identification only. Results will move from month to month as the engines update.

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2. One location, one date

All answers were collected on 21 October 2026 from a single location in one city in the United States, with one query per question per engine. AI answers are personalized and change with location, time, device, account history, language and model updates, and the same question asked twice can produce a different answer. People in other cities, states or countries, or on other dates, may see different brands, rankings and sources. The findings describe these answers only. They are not representative of all users, all locations or the market as a whole.

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