

The Trend Alert

RED DIAMOND
COFFEE & TEA

Expect Perfection.®



SPRING 2018

BUILD SALES WITH HIGH-DEMAND SPECIALTY COFFEES

As consumer tastes evolve, so does the coffee they seek. No more is a cup of joe enough. This premier installment of Red Diamond's® TREND ALERT newsletter, will be taking a look at what is called "the third wave of coffee" and the consumers who are greatly influencing the future of the coffee industry.



WHO EXACTLY ARE TODAY'S COFFEE DRINKERS?

Coffee remains one of the most popular beverages of choice in the U.S.:

DAILY CHOICE:



64% of US consumers drink coffee everyday

WORLD LEADER IN CONSUMPTION:



Americans consume
400 MILLION
cups of coffee a day

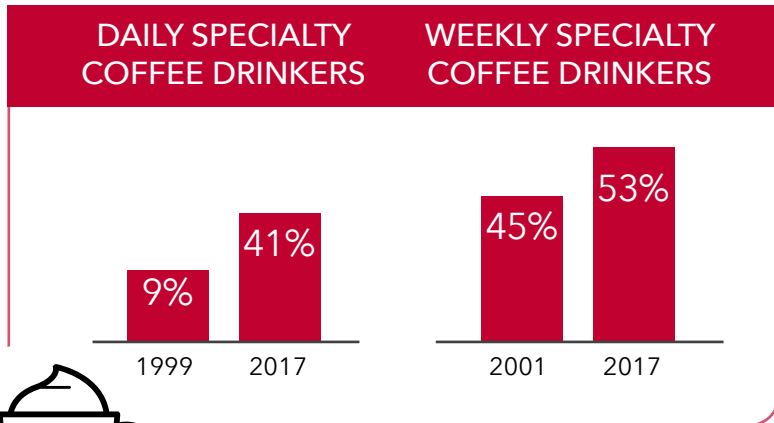
BUSY/ACTIVE LIFESTYLES:



44% drink coffee outside their homes

HOW SPECIALTY COFFEE IS CHANGING THE BEVERAGE LANDSCAPE

Over the past 18 years, the greatest growth in coffee drinking has been with those who drink specialty coffee drinks.



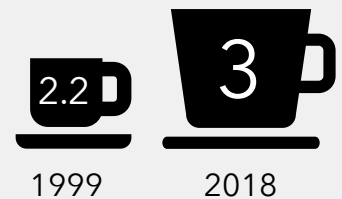
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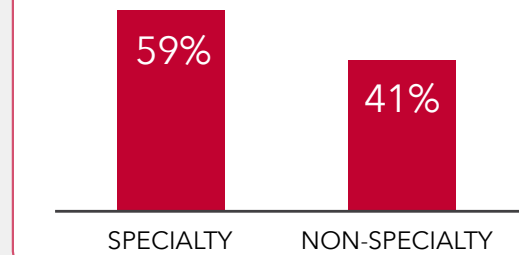
SPECIALTY COFFEE DRINKERS ARE DEVOTED COFFEE DRINKERS

Specialty coffee drinkers are drinking more coffee than ever.

More and more, specialty coffee is becoming even more common than regular joe.



CUPS OF COFFEE CONSUMED



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WHAT EXACTLY IS "SPECIALTY COFFEE"?

WELCOME TO "THE THIRD WAVE OF COFFEE"

How do we define this biggest growth area in coffee drinking? Specialty goes beyond just traditional blends and brews.



HOW SPECIALTY COFFEES MEET TODAY'S DISCRIMINATING TASTES AND MILLENNIAL LOVE FOR ARTISAN:



CUSTOMIZATION



FLAVOR INNOVATION



UNIQUE ORIGIN STORIES



THE POWER OF A STRONG ORIGIN STORY

According to Forbes, “specialty coffee is [often] characterized by direct relationships with coffee farmers – a way to recognize, and pay for, their effort and care.”

37%

of coffee consumers are more likely to buy coffee if they know it's single sourced



36%

are more likely to buy coffee if there is information about the region where the coffee is grown

35%

are more likely to buy coffee if there is information about the farm where the coffee is grown



National Coffee Drinking Trends 2018



OUR TOP ORIGIN STORIES

At Red Diamond®, we value how important coffee origins are for both the quality of beans that certain areas produce as well as the impact that a commitment to specific coffee communities has on families and livelihoods.



Handpicked by farmers and harvested for field-to-cup perfection, these High Altitude™ coffees from Red Diamond come from some of the world's premier farms and fields with stories that strongly appeal to today's coffee aficionados.

SUMATRA KUDA MAS

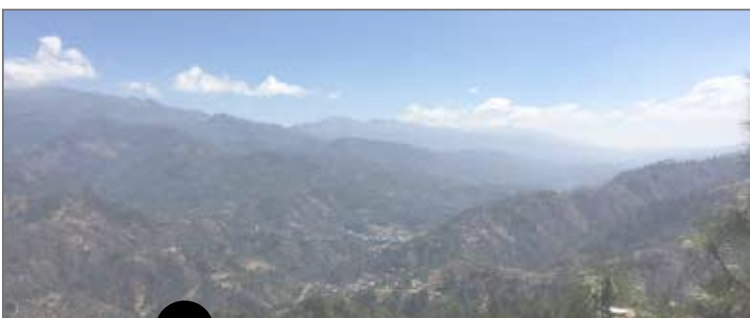
Crafted of the rarest of beans from this most pristine region.

COLOMBIAN BUCARAMANGA

From the fertile hills where only the finest coffee grows.

GUATEMALA HUEHUETENANGO

Harvested with a commitment to the community's well being.

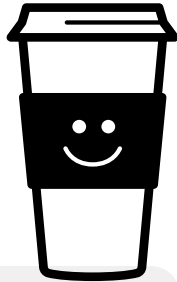






LEVERAGE THE ORIGIN CRAZE

Include origin stories on your menus and train your wait staff to be knowledgeably engaged origin experts.

INDIVIDUALS SEEKING CUSTOMIZABLE COFFEES

Today's consumers embrace a sense of individuality, a do-it-my-own-way mentality. For them, the opportunity to customize their coffee adds an aura of "specialty" to your coffee program.



-  Offer various roasts and blends
-  Offer flavored syrups
-  Offer unique sweeteners
-  Offer better-for-you natural alternatives

ACCORDING TO FORBES:

"Sweetener alternatives like maple syrup, honey and brown sugar can cue higher-quality beverages."

BEGIN WITH THE RIGHT BLENDS

Red Diamond Estate Coffee® is offered in a variety of on-trend roasts and flavors to give your coffee selection more potential for customization.

ON-TREND SPECIALTY FLAVORS INCLUDE:



YOUR IDEAL COFFEE PROGRAM PARTNER

Since 1906, Red Diamond's family has been dedicated to being at the leading edge of coffee solutions. We continue today with only the finest products along with the insights, innovations and expertise to help ensure that your customers always enjoy the perfect beverage experience. Learn more at reddiamondbevservice.com.

RED DIAMOND RECIPE CORNER

Red Diamond is dedicated to providing irresistible, on-trend recipes that appeal to today's discerning tastes. From beverages to desserts, we give coffee lovers even more to love.

THE FIERY JOE

- 4 oz. hot coffee
- 0.5 oz. ancho chili brown sugar syrup (add 10 grams of cayenne to 1 quart syrup, 1:1 sugar water)
- Garnish with dark chocolate square skewered with dried chili



CASSIA COFFEE

- 4 oz. iced coffee
- 0.5 oz. of cinnamon Demerara syrup (2 parts Demerara to 1 part water and add four sticks of cinnamon overnight.)
- 1.5 oz. coconut milk
- Garnish with cinnamon stick in tall glass

MOCHA MOUSSE DESSERT

- ½ cup sugar
- 4 oz. Red Diamond High Altitude Colombian Bucaramanga Coffee, brewed
- 6 oz. semi-sweet chocolate chips
- 2 large, pasteurized eggs
- 1 1/2 cups whipping cream – whipped



PROCEDURE:

Put sugar and coffee in a small saucepan and bring to boil. Simmer 3 minutes. Blend chocolate chips, coffee and sugar in blender or processor for 10 seconds. Add eggs and blend for 1 minute. Let cool for 5-10 minutes. Fold chocolate mixture into whipped cream (fold gently but completely until the mixture is no longer streaky). Pour into one service dish or individual dishes and refrigerate.

FIND MORE RECIPES AT:
REDDIAMONDBEVSERVICE.COM/MENU-IDEAS/