

# The Trend Alert

**RED  
DIAMOND**  
COFFEE & TEA

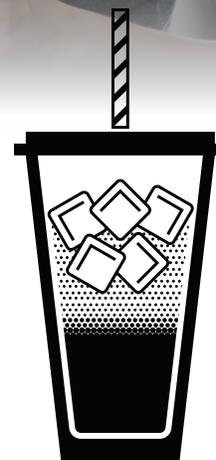
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WINTER 2019

## ICED BEVERAGES ARE ALWAYS HOT SELLERS

Whether it's iced tea or cold brew coffee or iced coffee, consumers today are looking for new and flavorful ways to quench their thirsts. Iced teas and coffees are a great way to satisfy those who are looking for tasty and healthier alternatives to sodas and juices.



### THE POPULARITY OF ICED TEA

Consumer spending on iced tea has increased by 5.2% over the last two years.<sup>1</sup> According to Technomic, much of this can be attributed to its reputation as a healthy and more flavorfully diverse alternative to carbonated soft drinks.

**84%**

restaurants offering iced tea<sup>2</sup>

**80%**

of tea consumed is iced<sup>3</sup>

**\$9.6**

BILLION

sales of iced tea in U.S. restaurants<sup>4</sup>

**8%**

of total cold beverage sales are iced tea<sup>4</sup>

## THE COLD BREW CRAZE CONTINUES TO FLOURISH

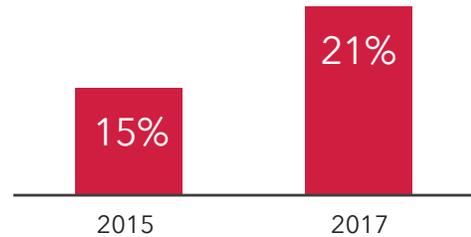
One of the top beverage stories of the past year has been the growing demand surrounding cold brew coffees. Unlike iced coffee, which is brewed in the traditional manner and served over ice, cold brew is a brewing process that entails coffee's being steeped in cold water for 12 or more hours to ensure a smooth, rich flavor and more caffeine. It is this process that differentiates cold brew from other coffees and that is helping drive growth within the coffee market.



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### COLD BREW MARKET PENETRATION<sup>5</sup>



### 470% INCREASE IN COLD BREW SALES<sup>5</sup>

(in millions)



### SO IS COLD BREW A PASSING FAD?

Not if the data have anything to say. In fact, from 2017 to 2018 alone, cold brew sales jumped yet another





## BE SURE TO SERVE THE RIGHT ICED BEVERAGES

Iced tea's popularity is being driven in large part by the various flavors of tea available. For example, Tropical Temptations™ by Red Diamond. These exotic island-inspired teas are meticulously crafted and come in a variety of sun-drenched flavors, including toasted coconut black tea and mango green tea.

## WITH ICED COFFEE, FLAVOR IS KING

While cold brew coffee is taking the iced beverage world by storm, iced coffees still continue to meet the ever-growing demand for customizable beverages and unique flavors.



**“Customization is an expected facet of the coffee experience because millennials are driving the cold coffee revolution.”** *Mintel 2016*

Using the right blends helps ensure that your iced coffee offerings satisfy. Consider Red Diamond Estate Coffees® - high quality blends that let you create your own signature coffee line.



## ICED BEVERAGES ARE A YEAR-ROUND FAVORITE

While hot coffee and hot tea are popular cold-weather beverages, iced beverages also satisfy any time of the year. Iced tea, iced coffee and cold brew coffee provide a refreshing taste without the sugar and carbonation people are trying to avoid. Instead of being just seasonal offerings, iced and cold brew coffees are finding a permanent place on menus. Iced tea specifically has long been a beverage option regardless of the weather or season.<sup>7</sup>



## OTHER TRENDING TEA FLAVORS



*Peach*



*Blackberry*



*Lavender*



*Mint*

While variety and flavors may be trending don't discount the classic sweet and unsweet iced tea. For consistency of flavor, consider Red Diamond's Simple Sweet Tea™. It comes with pre-measured pure cane sugar already in the filter bag so that every batch has the same terrific sweet tea taste every time.

## COLD BREW PERFECTION

Not all cold brews are created the same. Red Diamond introduces Fitz Cold Brew Coffee™, available in fresh brewed and ready-to-drink. This cold brew is made from beans selected specifically for the cold brew process and is crafted to be distinctively smooth and deliciously bold.

## YOUR IDEAL ICED BEVERAGE PROGRAM PARTNER

For generations, Red Diamond's family has been dedicated to being at the leading edge of coffee and tea 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](http://reddiamondbevservice.com).

## RED DIAMOND RECIPE CORNER

Red Diamond is dedicated to providing irresistible, on-trend recipes that appeal to today's discerning tastes. Discover a variety of iced beverage creations to build your menu success.

### THE SOUTHERNER'S PEACH TEA

- Peel one peach and pat dry with towel.
- Lightly coat with 1 tsp granulated sugar.
- Blow-torch evenly until browned.
- Combine 5 oz Red Diamond's Simple Sweet Tea™ with 1.75 oz peach-flavored brandy.
- Serve with bruléed peach in mason jar.



### CARAMEL THAI ICED COFFEE

- Brew 2 cups of Red Diamond Coffee with 1 tsp of cardamom mixed with ground coffee.
- Chill cardamom-infused coffee, then pour over ice.
- Drizzle in 6 Tbsp of sweetened condensed milk and 1 Tbsp of caramel or chocolate sauce.



### COLD BREW VANILLA LATTE

- 8 oz. of Fitz Cold Brew Coffee™ mixed with your choice of cream or milk.
- Mix in 1.5 oz of vanilla vodka.
- Serve over ice.



FIND MORE RECIPES AT:  
[REDDIAMONDBEVSERVICE.COM/MENU-IDEAS/](http://REDDIAMONDBEVSERVICE.COM/MENU-IDEAS/)