

OCTOBER 2023

THE TREND ALERT

THIS ISSUE: TO-GO

**RED
DIAMOND**
COFFEE & TEA

GET READY **TO-GO** FOR IT!

Don't miss out on the perfect profit opportunity that to-go coffee & tea presents. As off-premise dining continues to rebound and grow, the Red Diamond Trend Alert is here to give you the inside scoop on the latest insights and trends that are emerging from the "To-Go" side of the business.

**44%**

of coffee & tea consumers purchase
up to three takeout orders per week*

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GOOD TO-GO!

DRIVE THROUGH DEPENDABILITY

50%

of To-Go coffee orders in July, 2023 were taken from a drive-through location.*

*NCA 2023 National Coffee Data Trends

SUSTAINABILITY STAYS IMPORTANT

While disposable packaging was in demand during the pandemic, sustainable packaging is now back to being a top priority.



79%

of consumers are looking for products in sustainable packaging.*

More than

60%

consider it important to buy products in recyclable or environmentally friendly packaging.*

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GENERATIONAL SNAPSHOTS

WEEKLY COFFEE & TEA TO-GO ORDERING FREQUENCY

46%

GEN Z



39%

MILLENNIAL



28%

GEN X



18%

BOOMER



*2022 Diner Trends Report

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**RED
DIAMOND**
COFFEE & TEA



TOP 3 TO-GO TIPS

TO DRIVE PROFITS

1

STREAMLINE YOUR TO-GO MENU

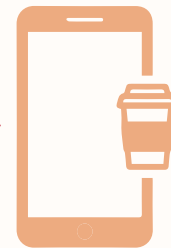
Simplify your coffee & tea menu by highlighting a selection of your most popular drinks or by offering limited sizing. This will help reduce wait times and make the ordering process more efficient.



2

OFFER ONLINE ORDERING

Offer online ordering through your website or mobile app to help reduce wait times and eliminate the need for customers to wait in line.



3

SWITCH TO SUSTAINABLE

Sustainable products that are compostable will help reduce waste. Reusable cups and utensils help save you costs that quickly add up over time.



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RED DIAMOND RECIPE CORNER



SALTED TURTLE FRAPPÉ

While some might consider salted caramel and chocolate to be the perfect combination, add southern pecan coffee and you have yourself an unforgettable drink.

INGREDIENTS

- ½ cup strong brewed Estate Southern Pecan Coffee
- ½ cup heavy cream
- 2 cups ice cubes or crushed ice
- 1 tablespoon caramel syrup
- 1 tablespoon chocolate syrup
- 1 tablespoon corn syrup or 2 tablespoons/pumps simple syrup
- ½ teaspoon sea salt
- Whipped cream

DIRECTIONS

1. Combine all ingredients except whipped cream in a powerful blender, and blend until very smooth.
2. Pour in frappé and top with whipped cream, caramel, chocolate, and salt.

STRAWBERRY AND PEACH
SIMPLE SWEET TEA

Make the most out of end of season strawberries bursting with flavor!

INGREDIENTS

- 1.5 gallons brewed Peach Simple Sweet Tea
- 1 quart fresh or frozen strawberries, blended

DIRECTIONS

1. Once tea has completed brewing, add blended strawberries to entire tea urn or to each serving, about 2 tablespoons per glass.

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RECIPES HERE

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Expect Perfection.®



TO-GO OR NOT TO-GO?

**WITH
RED DIAMOND,
THERE IS
NO QUESTION**

When you partner with Red Diamond, you're not just getting the very best coffees & teas available. You're also getting a high-quality customer service focused company that offers the insights, innovations and expertise you need to help ensure that your customers always enjoy the perfect beverage experience.

Contact us at reddiamondbevservice.com
or call 800-292-4651.



Find more ways to make your operation
a beverage destination at
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