

SPRING 2024

THE TREND ALERT

THIS ISSUE: HOT & COLD COFFEE



IT'S TIME TO WAKE UP AND SMELL THE COFFEE!

Once again, Americans drink more coffee in the past day than any other beverage,* so don't miss out on the perfect opportunity to profit off this timeless brew. The Red Diamond® Trend Alert is back with all the latest insights and trends you need to make sure your operation continues to cash in on coffee sales.



... of Americans 18 and over drank at least one coffee
in the past week (remains steady since July 2021)*



COFFEE TALK



THE LATEST DATA ON THE DEMAND FOR HOT & COLD COFFEE

COLD BREW COFFEE IS RED HOT

1 in 3 Americans claim they are occasional or regular drinkers of cold brew¹

¹NCA Cold Brew Coffee Definition: brewed without heat by soaking coffee in cold water or using cold water and coffee in a specially designed cold brewer

SPECIALTY COFFEE BEVERAGES ARE SELLING LIKE HOTCAKES

57% of U.S. population order at least one specialty coffee per week²

²NCA Specialty Coffee Definition: Includes any espresso-based beverage (lattes, cappuccinos, etc.); non-espresso-based beverages like frozen blend, cold brew, nitro; and traditional coffee that consumers perceive to be brewed from premium coffee beans/grounds

GEN Z KEEPS IT COOL

60% of Gen Z adults prefer their coffee iced³

³CivicScience



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GENERATIONAL SNAPSHOT

DAILY COFFEE CONSUMPTION BY GENERATION



47%

GEN Z



70%

MILLENNIAL



69%

GEN X



73%

BOOMER



*NCA 2023 National Coffee Data Trends



TOP 3 COFFEE TIPS

TO DRIVE TRAFFIC

1

SERVE UP A STORY

Today's coffee drinkers want to know who and where their coffee comes from. Highlighting the field-to-cup process of the coffee you serve, and the people involved can go a long way toward building customer loyalty.

See our origin stories for our High Altitude® line of single-origin and specialty coffees.

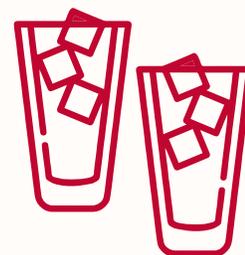


2

WARM UP TO COLD COFFEE

With cold brew and iced coffee quickly becoming customer favorites, the ability to serve customizable cold coffee options is an easy way to power up profits.

See our cold brew and iced coffee recipes.



3

GO THE "EXTRA" MILE

Bundling your coffee drinks with additional offerings can increase sales. Ideas include:

- An easy point-of-purchase snack
- A coupon with a to-go order
- A loyalty breakfast program



Check out the next page for a muffin recipe that will pair perfectly with your coffee menu!

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RED DIAMOND RECIPE CORNER

TRIPLE SHOT ESPRESSO
CHOCOLATE MUFFINS

Learn how to create Triple Shot Espresso Chocolate Muffins for your foodservice operation and keep your customers coming back for more.

INGREDIENTS

- 2 cups all-purpose flour
- 1 cup granulated sugar
- 1/2 cup unsweetened cocoa powder
- 1 teaspoon baking soda
- 1/2 teaspoon kosher salt
- 1 3/4 cups semi-sweet chocolate chips
- 1 large egg
- 3/4 cup sour cream
- 1/2 cup vegetable oil
- 3 shots Red Diamond® Espresso
- 2/3 cup whole milk
- 1 1/2 teaspoons vanilla

DIRECTIONS

1. Preheat oven to 425 degrees F. Line 2 12-cup muffin pans with 6 liners, skipping every other one so the muffins are spaced out and have room to expand.
2. Whisk together the flour, sugar, cocoa, baking soda, salt and chocolate chips. Set aside.
3. Whisk together the egg, sour cream, oil, espresso, milk, and vanilla until combined. Pour wet ingredients into dry ingredients and fold together, just until combined. Do not overmix. Let batter rest for 5 minutes. Spoon batter into liners, filling them all the way to the top. Sprinkle additional chocolate chips on top for appearance. Bake for 5 minutes at 425 degrees, then reduce the oven temperature to 350 degrees. Bake for an additional 15-16 minutes, testing with a toothpick or skewer to come out clean.
4. Cool for 10 minutes in the pan and then transfer to a wire rack.

CEREAL MILK COLD BREW

A delicious spin on breakfast featuring Fitz® Cold Brew Coffee. The best of all worlds – milk, coffee and cereal mixed together.

INGREDIENTS

- Prepared Fitz® Cold Brew Coffee
- 8 cups cereal of choice (about 1 regular size box)
- 1/2 cup cereal, crushed
- 8 cups whole milk
- 3 tablespoons sugar
- Whipped Cream

DIRECTIONS

1. Add whole cereal, crushed cereal, milk and sugar to a large pot. Heat over medium high until steaming and remove. Let cereal milk steep for 10 minutes before straining. Chill overnight.
2. In a glass with ice, add Fitz® Cold Brew Coffee and desired amount of cereal milk. Top with whipped cream and a sprinkle of cereal pieces.

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RECIPES HERE

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 RED
DIAMOND
COFFEE & TEA

Ex t P r f t i


 READY TO BREW
UP PROFITS?

**WITH
RED DIAMOND,
THE FUTURE OF
COFFEE IS NOW.**

When you partner with Red Diamond, you're getting a world-class coffee and tea program that provides the consistency and quality you need to drive traffic to your operation and boost profits. Keep your customers coming back for more with the cutting-edge insights and menu innovation expertise to make certain your operation stays ahead of the competition.

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



Find more ways to make your operation
a beverage destination at
REDDIAMONDBEVSERVICE.COM