

THE TREND ALERT



Expect Perfection.

Fall 2021

A Sourcing and Sustainability story can set you apart



The origin from where a coffee or tea is sourced strongly influences its overall quality and flavor. Plus, it plays a significant role in building appeal with your customers. In this Trend Alert, Red Diamond® will provide tips on how to share stories about sustainability and insights into why an appealing sourcing story can make a lasting impression on your customers.

Today's mindful consumers

Beverage drinkers seek out more than just quality and flavor. Serve them the products that meet their demands for sustainability and social responsibility.



\$150 billion

is the projected sales of sustainable products by 2021.

81% of consumers

say it is "very important" that companies implement programs to improve the environment.

30% of consumers

are willing to pay a premium for products that deliver on social responsibility claims.

Source: NCA, 2019



CONSUMERS LOVE A GREAT ORIGIN STORY.

Today's consumers are informed, intelligent and aware. They demand transparency and know when a brand or operation is truly dedicated to making a difference. Even if it is a small one. Serving coffees and teas from a company like Red Diamond, which has formed long-lasting relationships with farmers from across the globe, appeals to those committed to buying ethically sourced products.



Marketing to today's sustainability savvy coffee drinkers.

- 🌿 Showcase specific farmers to convey your inherent commitment to farming communities.
- 🌿 Use branded recyclable materials to generate sustainability conversations.
- 🌿 Promote the use of reusable cups. Offer discounts for those who do so.
- 🌿 Donate used coffee grounds to local farming communities as fertilizer.
- 🌿 Serve single-source coffees like those from Red Diamond's High Altitude™ line.
- 🌿 Label the origin of each coffee on your menu.
- 🌿 Highlight specific flavor and aroma characteristics specific to each coffee's origin.
- 🌿 Use photos and infographs to market sourcing and sustainability stories.



SHARING UNIQUE ORIGIN STORIES

like these below is an engaging way to appeal to today's coffee drinkers.



GUATEMALA

Amidst the high mountains of La Democracia Huehuetenango, Guatemala, lies the Castillo Morales' family coffee farm. For more than 80 years, the Morales family has provided local workers with steady jobs and fair wages. Red Diamond's Huhuetenango High Altitude™ coffee is sourced from these inspiring communities.

COLOMBIA

Gustavo Granados' coffee farm is located in the fertile hills of Bucaramanga, Colombia. He and his family are stewards of the land, nurturing and growing their pristine coffee crop amid this ideal high-elevation ecosystem. His farm is a valued source for Red Diamond's Bucaramanga High Altitude™ Coffee.





the appeal of A STRONG TEA STORY

Just like coffee drinkers, tea drinkers are also inspired by stories behind the tea they enjoy. Here's one example:

ARGENTINA

Jorge Barbaro...

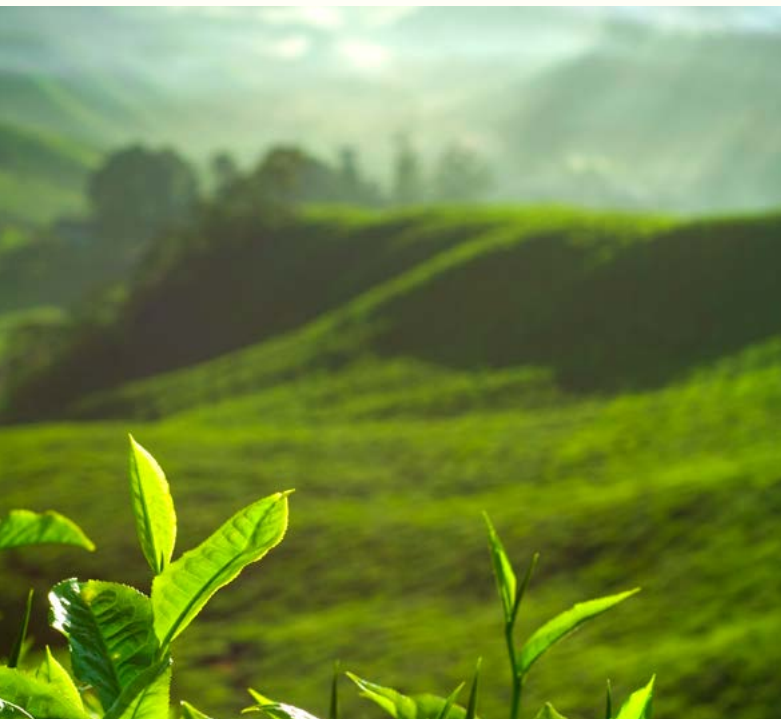
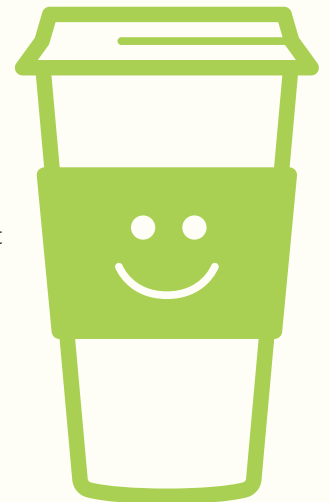
...literally grew up with tea, being born in a tea field in Argentina. Jorge has worked his way toward owning his very own warehouse and factory, where he shares duties with his three grown children to provide tea makers such as Red Diamond® with invaluable assistance in crafting quality teas.

WHY RED DIAMOND?

For five generations...

...Red Diamond® has been dedicated to our people, our community and our world as a whole. We have taken an overarching holistic approach to the sustainable growth of our industry, our employees and the communities we serve. It is through this approach that we deliver our unique brand of well-crafted products. We continue to be your ideal beverage program partner, providing 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 Hot Cinnamon Coffee

- 🍃 1 cup Red Diamond High Altitude™ Guatemala Huehuetenango coffee (freshly brewed and hot)
- 🍃 1 Tbsp. heavy cream
- 🍃 1 oz. Red Hot Syrup
- 🍃 ½ cup Red Hot® Cinnamon Candies
- 🍃 ½ cup water

Combine candy and water, and bring to simmer to dissolve, and reduce by half. Add syrup to coffee, combine with heavy cream and enjoy.

Mocha Mousse

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

Put sugar and coffee in a small saucepan and bring to a boil. Simmer 3 minutes. Put chocolate chips into a blender or processor, and add coffee-sugar. Blend for 10 seconds. Add eggs, and blend for 1 minute; then 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 serving dish or individual dishes, and refrigerate. May be made the day before.



Expect Perfection.™

When you partner with Red Diamond, you're not just getting some of the very best coffee and teas available. You're also getting a company that offers the insights, innovations and expertise to help ensure that your customers always enjoy the perfect beverage experience. Contact us at REDDIAMONDBEVSERVICE.COM or call 800-292-4651.