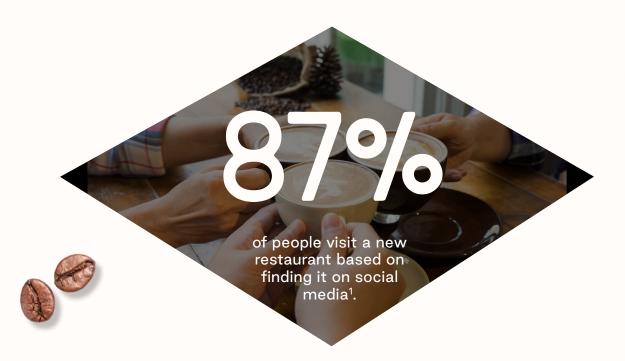


TIME FOR A TECH UP

Today's coffee & tea patrons are more tech aware than ever, challenging your operation to stay ahead by staying digitally savvy. The Red Diamond Trend Alert delivers insider tips to master social media, apps, digital menus, and online ordering—so you can connect with patrons wherever they are.



SOCIAL MEDIA SNAPSHOT WHY GO SOCIAL?



Boost your online visibility.

Show off your food & drinks with mouthwatering visuals.

Build trust and credibility.



SOCIALLY AWARE

LEVERAGE INSTAGRAM, FACEBOOK, AND TIKTOK TO BOOST ENGAGEMENT AND SHOWCASE YOUR OPERATION



Instagram

30% of Millennial diners avoid places with weak Instagram profiles. Strong visuals and consistency are key. *Tip: Use Stories and Reels to highlight specials and new menu items.*¹ 'Social Media Today'



Facebook

Ideal for reaching older demographics. Great for contact details, links, and online ordering. *Tip: Stream live to capture "in the moment"* experiences.



TikTok

70% of users discover new products or brands through TikTok, making it perfect for showcasing your operation's personality.

Tip: Leverage TikTok Live's, filters, and trends to connect with your audience.²

²RetailDive

THE TREND ALERT

SPRING 2025





TOP 3 TIPS FOR LEVERAGING APPS & DIGITAL MENUS

1

APP-SOLUTELY CONVENIENT

Past-week app usage to order coffee is trending upwards. In July 2024, 37% of those who bought a coffee from a QSR/café/donut shop/convenience or gas station claimed to have used an app to place their coffee order—an all-time high since 2020, emphasizing the ongoing significance of convenience in out-of-home coffee purchasina.*

*The National Coffee Association

2

EASY REPEAT ORDERS

Personalization is key! Apps remember regular orders, making reordering effortless and keeping customers coming back. Pair this with loyalty programs and push notifications about happy hours or deals to help drive engagement.

3

HIGHLIGHT THE LATEST

Showcase new menu items and seasonal specials directly in your app to keep loyal customers in the loop and excited to try what's new.



INTRODUCTION SOCIAL FORECAST TOP 3 TIPS RECIPE CORNER OUR PROMISE

THE TREND ALERT | SPRING 2025

RED DIAMOND RECIPE CORNER







LAVENDER LEMONADE

Refreshingly floral and effortlessly elegant, Lavender Lemonade is the perfect blend of tangy citrus and sweet, aromatic lavender ideal for any occasion.

INGREDIENTS

- Ø 8 oz Simple Sweet™ Lemonade
- 1.5 Tbsp Lavender Syrup
- Lavender for garnish
- Lemon slice for garnish
- lce

DIRECTIONS

- 1. Pour lavender syrup into cup.
- 2. Add ice to cup.
- 3. Top with Lemonade.
- 4. Garnish with lemon slices & lavender.

NEAPOLITAN ICED COFFEE

A triple treat for your taste buds, Neapolitan Iced Coffee layers rich chocolate, sweet strawberry, and creamy vanilla for a dessert-inspired drink that's as Instagrammable as it is delicious.

INGREDIENTS

- 8 oz Red Diamond® Iced Coffee
- 4 oz Milk
- 4 oz Heavy Whipping Cream
- 2 tsp Vanilla Extract
- 1 Tbsp Chocolate Syrup
- 1 Tbsp Strawberry Syrup
- Dash of Salt

DIRECTIONS

- 1. Add ice to glass and pour in iced coffee.
- 2. In a milk frother, froth milk, heavy cream, vanilla extract and salt to make sweet cream.
- Divide sweet cream into three cups, one for plain, one for chocolate, and one for strawberry.
- 4. Add chocolate and strawberry syrups to their respective cups.
- 5. Layer the three sweet creams on top of iced coffee for a beautiful and delicious beverage!

DISCOVER
MORE RED DIAMOND
RECIPES HERE



CONNECT WITH US

Partnering with Red Diamond means world–class coffee and tea programs that deliver the consistency and quality you need to help drive traffic and increase profits. We also provide valuable insights and menu innovations that keep your operation digitally and socially relevant, to ensure you always stay connected to what your customers want.

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

