



The art of coffee + tea

THINKING OUTSIDE THE BOX WITH FLAVOR

Pro TIPS

FROM WORKING CHEFS AND OPERATORS ON HOW THEY ELEVATE COFFEE AND TEA— Use their insights as inspiration to turn everyday pours into memorable moments.

BORROW FROM FOOD

1.

Savory flavors like herbs and spices can surprise in a coffee or tea—it doesn't all have to be sweet.

BUILD AROUND THE NOTES

2.

Lean into natural tasting notes like citrus, chocolate, floral, or spice. When added flavors complement the cup, the result feels intentional and elevated.

PAIR UNEXPECTEDLY

3.

Coffee with citrus, tea with smoke—surprising pairings can unlock whole new menu moments.



"Coffee and tea are blank canvases—layer in flavor, and you turn something familiar into something unforgettable."

— Chef James Martin, Bocadillo Market



WHY IT Matters

Consumers crave unique, shareable experiences. Offering creative twists on coffee and tea positions operators as innovative and drives check averages higher.



WHY RED DIAMOND

For more than five generations, Red Diamond has perfected the craft of coffee and tea. We're more than a supplier—we're your partner in building beverage programs that inspire patrons and simplify operations.

CRAFTED *Quality*

Every bean and leaf is sourced, roasted, and blended with over 100 years of passion and tradition—so operators can serve perfection in every cup.

SMART *Insights*

We dig into the data and track the trends, so you don't have to—bringing you fresh ideas that connect with what your guests really want.

TAILORED *Partnership*

From beverage innovation to staff training tips, we collaborate to make your beverage program more efficient, more profitable, and more memorable.



At Red Diamond, we are driven by an obsession to provide a world-class coffee and tea experience. Since 1906, the cornerstone of our company has been our commitment to unparalleled quality, innovation and customer service. Expect Perfection.

The
medium
to use
for your next
work of
art

