



The art of coffee + tea



DAILY SPECIALS AND LTOS

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.

GET IT WHILE IT'S HOT

1.

Scarcity sells. A unique weekly latte or tea flavor creates buzz and keeps people coming back.

SEASONALITY SELLS

2.

Guests love when drinks match the season—pumpkin in fall, berries in summer. It feels fresh and intentional.

PIX TRICKS

3.

Every LTO needs a photo moment. A garnish, swirl, or topper turns it from a drink into an Instagram post.



"An LTO is more than a drink—it's an invitation to come back tomorrow and see what's next."

— Peter Thomas, Pilot Pete's Coffee & Treats



WHY IT Matters

Daily specials keep menus fresh, build buzz, and give loyal guests new reasons to visit. When paired with Red Diamond's consistent quality, operators can easily scale specials without added complexity.



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
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work of
art

