



The art of coffee + tea

# CAPITALIZING ON THE BASICS

## 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.

### GIVE A SIGNATURE TOUCH

1.

Name your house coffee roast. Call out origins. List tasting notes. When guests feel intention, they're willing to pay more.

### MAKE IT MEMORABLE

2.

A simple iced tea becomes an experience with a sprig of mint or a lemon twist.

### BUILD RETURN VISITS

3.

A reliable cup of coffee is one of the best reasons guests come back—it builds loyalty quietly but powerfully.



"A simple cup, done perfectly, brings people back more than anything fancy. Consistency builds loyalty."

— Chef Sarah Stegner, Prairie Grass Café



## WHY IT Matters

Premium basics—like Red Diamond coffee or tea brewed to perfection—become signature touchpoints that keep patrons returning and recommending your operation.



## 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

