

SPRING 2026

# THE TREND ALERT

THIS ISSUE: THE ART OF COFFEE &amp; TEA



## THE CRAFT BEHIND EVERY CUP

Serving great coffee and tea isn't just offering a beverage. It's creating an experience. When operators elevate that experience with presentation, creativity, and care, it turns an ordinary order into something extraordinary. The Red Diamond Trend Alert is here to inspire you with beverage artistry, operator insights, and business-building ideas that keep guests coming back.



### 3-4x HIGHER MARGINS

Specialty beverages deliver three to four times higher margins than standard drinks.<sup>1</sup>



### BREW-TIFUL INSPIRATION: TODAY'S TOP BEVERAGE ARTISTRY TRENDS:



Visually stunning  
lattes & teas



Descriptive,  
premium menus



Social media-  
worthy beverages

<sup>1</sup>Technomic Beverage Consumer Trend Report

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# THE POUR-CAST

## HERE'S WHAT'S SHAPING THE WAY GUESTS EXPERIENCE COFFEE AND TEA:

### The Experience Economy

Consumers want more than a drink—they want a moment. From latte art to blooming teas, visual appeal increases perceived value and justifies premium pricing. **47% of consumers** are interested in variety, such as trying coffee flights.<sup>2</sup>

### Cultural Connections

From coffee's ritual of starting the day to sweet tea's Southern roots, coffee and tea are cultural storytellers. Signature drinks tie into tradition and give your menu depth and meaning. **57% of consumers** are interested in trying global coffee and cultural cafes.<sup>2</sup>

### Social Media = Free Marketing

73% of Gen Z and Millennials choose where to dine based on Instagram-worthy menu items. Make your beverages visually shareable and watch your organic reach grow.<sup>3</sup>

### Final Impressions Matter

In restaurants, coffee and tea often bookend the meal. A beautiful pour elevates the entire dining experience—and keeps guests coming back. Dessert pairings with coffee and relaxing hot teas that wind down the evening can leave a lasting impression that drives repeat visits.

[Click here to see more Trends and Insights](#)

<sup>2</sup>Datassential, <sup>3</sup>Nation's Restaurant News

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## TOP 3 TIPS TO POUR LIKE A PRO

1

### SELL THE STORY

Describe your beverages like wine—highlight origins, tasting notes, and preparation to add intrigue and elevate perceived value.

[Discover Red Diamond Origin Stories](#)

2

### PRESENTATION PAYS

Glassware, garnishes, and latte art turn a standard drink into a premium experience worth photographing—and a higher ticket.

[Menu Ideas](#)

3

### TRAIN FOR SUCCESS

Investing in barista and staff training ensures you achieve the points above and creates consistency, confidence, and skill, signaling quality to every guest AND that you value your staff.

[See the Art of Coffee & Tea here](#)

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## RED DIAMOND RECIPE CORNER



## CINNAMON CHURRO HOT TEA

Turn hot tea into a craveable treat with this pastry-inspired offering. Morris & Park® Cinnamon Spice Tea is steeped with a house-made churro syrup for a warm, spiced beverage that adds cozy comfort to any daypart.

### INGREDIENTS

- ✓ **Morris & Park®** Cinnamon Spice Hot Tea
- ✓ Churro Syrup
  - 10 g Cardamom
  - 10 g Juniper berries
  - 7 Bay leaves
  - 1 qt Cinnamon sugar
  - 1 qt Water

### DIRECTIONS

1. Bring all the ingredients to a boil in a large pot.
2. Strain and let it cool slightly.
3. Serve and enjoy!



## ORANGE CINNAMON COFFEE

Bright citrus and warm spice transform this hot coffee into a menu standout. Red Diamond® 100% Arabica coffee is finished with whipped cream and sea salt for a bold, well-balanced drink that adds seasonal or signature appeal.

### INGREDIENTS

- 1 cup **Red Diamond® 100% Arabica coffee**
- 2 tsp demerara sugar
- 1 stick cinnamon or 1/8 tsp ground cinnamon
- 1 large peel of orange
- Sweetened whipped cream topping (enough to cover)
- 1 thin line black sea salt garnish

### DIRECTIONS

1. Mix together coffee, sugar, and cinnamon.
2. Top with sweet cream and garnish with orange peel and black sea salt.
3. Serve & enjoy!

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MORE RED DIAMOND  
RECIPES HERE

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Expect Perfection.®



# CRAFT THE MOMENT WITH RED DIAMOND

## CONNECT WITH US

Since 1906, Red Diamond has been committed to one thing: perfection. From consistently high-quality coffee and tea to insights and innovation, we're your partner in creating experiences that boost sales, build loyalty, and keep patrons coming back.

Contact us at [reddiamondbevservice.com](https://reddiamondbevservice.com)  
or call 800-292-4651.



Find more ways to make your operation  
a beverage destination at  
[REDDIAMONDBEVSERVICE.COM](https://reddiamondbevservice.com)