

SEPTEMBER 2025

THE TREND ALERT

THIS ISSUE:
TODAY'S HOT TEA TRENDS



STEEPED IN SUCCESS

Adding on-trend hot tea options to your menu is a great way to captivate customers, build loyalty, and boost sales. The Red Diamond® Trend Alert is here to keep you ahead of the curve with the latest insights and tips for creating unforgettable hot tea experiences.

A diamond-shaped image showing various tea leaves and ingredients in small bowls, with a large white percentage overlaid.

60%

of consumers of
consumers love or
like hot tea.¹

BREW LIKE A BOSS—TODAY'S TOP HOT TEA FLAVOR TRENDS²

A small green tea leaf icon.

**SWEET & SPICY
FUSION**

A small green tea leaf icon.

**CITRUS & HERB
PAIRINGS**

A small green tea leaf icon.

**EXOTIC FLORAL
INFUSIONS**

A small green tea leaf icon.

**TROPICAL
ESCAPES**

¹ Datassential Menu Trends

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HOT TEA TAKES

THE HOT TEA TRENDS TODAY'S CONSUMERS ARE CRAVING.

Steeped in Growth



Hot tea has claimed its place as the second-leading hot drink subcategory, boasting a 2% rise in product launches over the past five years.¹

Flavor Frenzy

The favorites are in: chamomile and mint are dominating the tea scene. With these crowd-pleasers, your tea lineup will always be in vogue.¹

Warm & Fuzzy Feelings

Health benefits are a big draw for hot teas. Tea is high in heart healthy antioxidants and provides drinkers with a rich, flavorful, and beneficial beverage.

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



TOP 3 TIPS FOR THE PERFECT HOT TEA PRESENTATION

1

BREW-TIFUL VARIETY

A proper tea experience starts with offering a selection of premium teas—black, green and herbal. Detailed menu descriptions help customers choose their perfect cup.

Check out our new Morris & Park® Hot Tea Line!

2

PERFECT YOUR PRESENTATION

A well-prepared and visually appealing tea service can enhance the guest experience. Elevate your tea service by focusing on precise steeping techniques as well as providing a thoughtful presentation.

Tea setup tips

3

PERSONALIZED PICKS

Customization is key! Offer lemon slices, milk, cream, sugar, and alternative sweeteners so patrons can create their ideal cup.



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RED DIAMOND RECIPE CORNER



BROWN SUGAR SPICE BUBBLE CHAI

Indulge in a cozy twist on bubble tea! This recipe blends spiced chai with brown sugar, a creamy frothy topping, and chewy tapioca pearls for a decadent sip of comfort and fun.

INGREDIENTS

- ✓ 2 Morris & Park® Chai tea bags
- ✓ Cooked tapioca pearls
- ✓ 12 ounces hot water
- ✓ 2 tablespoons brown sugar
- ✓ 1 to 2 cups ice
- ✓ ¼ cup heavy cream
- ✓ 1 teaspoon superfine granulated sugar

DIRECTIONS

1. Prepare tapioca pearls according to the package.
2. Steep tea in hot water 7 minutes. Strain and stir in brown sugar.
3. Pour about ½ cup tapioca pearls in a tall cup and fill with ice. Top with tea.
4. In a tall glass, beat heavy cream and granulated sugar with a milk frother until creamy.
5. Pour over tea and stir to combine.

THE COZY COMET

Serve up a signature tea latte that's ready to help your customers relax. Morris & Park Hot Tea meets steamed oat milk and a drizzle of cinnamon honey for a plant-based, barista-worthy beverage with broad appeal.

INGREDIENTS

- ✓ 1 Morris & Park® English Breakfast tea bag
- ✓ 6 ounces Hot Water
- ✓ 4 ounces steamed oat milk
- ✓ 1 teaspoon cinnamon honey drizzle

DIRECTIONS

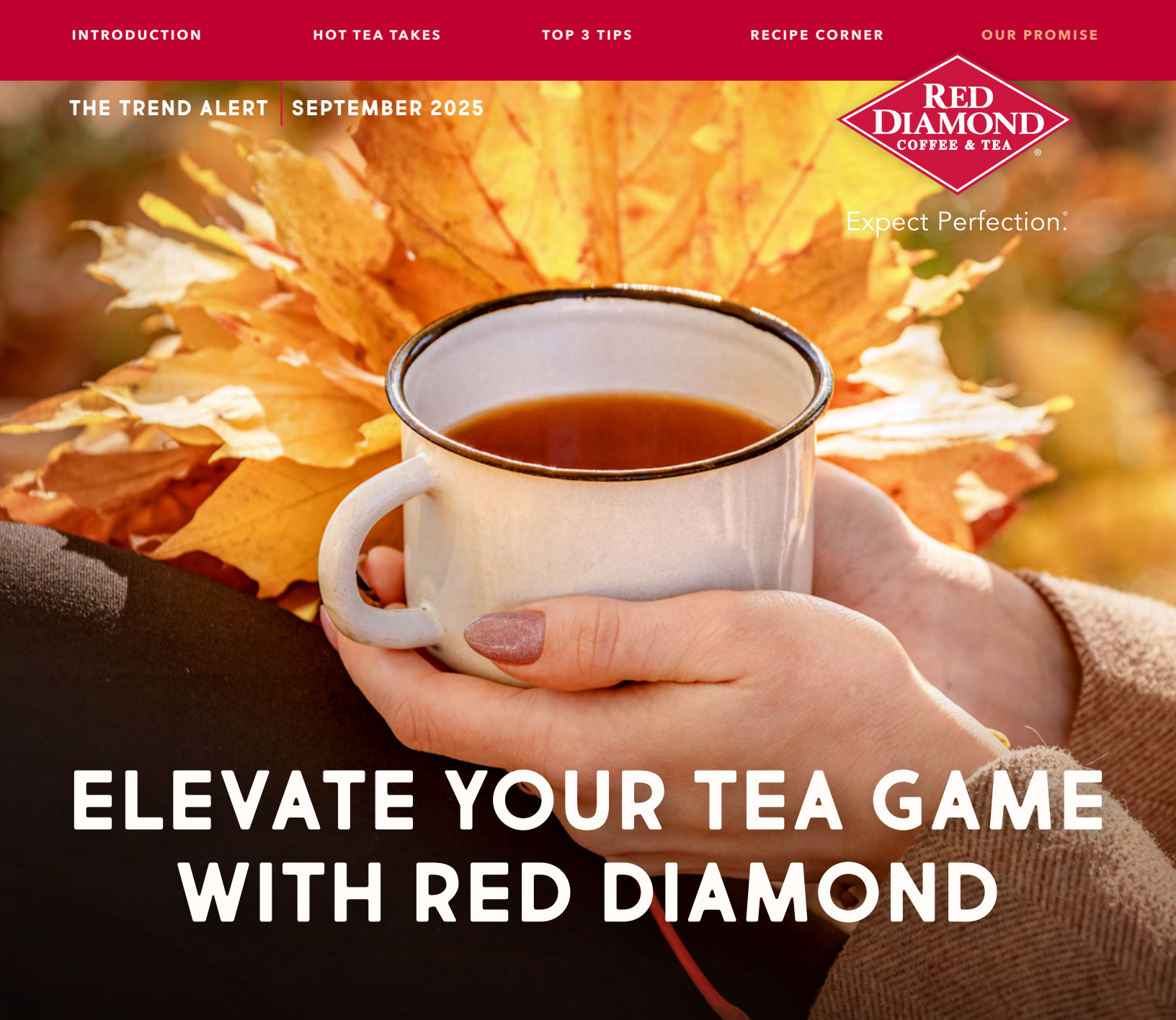
1. Steep tea for 4 minutes in hot water.
2. Steam oat milk until warm and frothy.
3. Combine tea and steamed milk in a mug.
4. Drizzle with cinnamon honey on top.

DISCOVER
MORE RED DIAMOND
RECIPES HERE

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Expect Perfection.®

A close-up photograph of a hand with light-colored nail polish holding a white ceramic mug filled with a dark liquid, likely tea. The background is a soft-focus scene of vibrant autumn leaves in shades of yellow and orange. The overall mood is warm and cozy.

ELEVATE YOUR TEA GAME WITH RED DIAMOND

**HELPING
YOU STAY ONE
STEEP AHEAD.**

When you partner with Red Diamond, you gain access to a world-class hot tea program designed to deliver the consistency and quality your operation needs to attract customers and increase profits. Plus, our expert insights and menu innovation support ensure you stay ahead of the competition and keep guests coming back for more.

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



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