

SPRING 2025

THE TREND ALERT

THIS ISSUE: DIGITAL TIPS & TRENDS



TIME FOR A TECH UP

Today's coffee & tea patrons are more tech aware than ever, challenging your operation to stay ahead by staying digitally savvy. The Red Diamond Trend Alert delivers insider tips to master social media, apps, digital menus, and online ordering—so you can connect with patrons wherever they are.

A large white '87%' is centered over a diamond-shaped image of hands holding coffee cups. To the right of the diamond is a single green leaf, and to the bottom left are two coffee beans.

87%

of people visit a new restaurant based on finding it on social media¹.

SOCIAL MEDIA SNAPSHOT **WHY GO SOCIAL?**

Engage directly with customers.

Boost your online visibility.

Show off your food & drinks with mouthwatering visuals.

Build trust and credibility.

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SOCIALLY AWARE

LEVERAGE INSTAGRAM, FACEBOOK, AND TIKTOK TO BOOST ENGAGEMENT AND SHOWCASE YOUR OPERATION



Instagram

30% of Millennial diners avoid places with weak Instagram profiles. Strong visuals and consistency are key. *Tip: Use Stories and Reels to highlight specials and new menu items.*¹

¹Social Media Today



Facebook

Ideal for reaching older demographics. Great for contact details, links, and online ordering. *Tip: Stream live to capture "in the moment" experiences.*



TikTok

70% of users discover new products or brands through TikTok, making it perfect for showcasing your operation's personality. *Tip: Leverage TikTok Live's, filters, and trends to connect with your audience.*²

²RetailDive



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

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TOP 3 TIPS FOR LEVERAGING APPS & DIGITAL MENUS

1

APP-SOLUTELY CONVENIENT

Past-week app usage to order coffee is trending upwards. In July 2024, 37% of those who bought a coffee from a QSR/ café/donut shop/convenience or gas station claimed to have used an app to place their coffee order—an all-time high since 2020, emphasizing the ongoing significance of convenience in out-of-home coffee purchasing.*

*The National Coffee Association

2

EASY REPEAT ORDERS

Personalization is key! Apps remember regular orders, making reordering effortless and keeping customers coming back. Pair this with loyalty programs and push notifications about happy hours or deals to help drive engagement.

3

HIGHLIGHT THE LATEST

Showcase new menu items and seasonal specials directly in your app to keep loyal customers in the loop and excited to try what's new.

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RED DIAMOND RECIPE CORNER



LAVENDER LEMONADE

Refreshingly floral and effortlessly elegant, Lavender Lemonade is the perfect blend of tangy citrus and sweet, aromatic lavender—ideal for any occasion.

INGREDIENTS

- ✓ 8 oz Simple Sweet™ Lemonade
- ✓ 1.5 Tbsp Lavender Syrup
- ✓ Lavender for garnish
- ✓ Lemon slice for garnish
- ✓ Ice

DIRECTIONS

1. Pour lavender syrup into cup.
2. Add ice to cup.
3. Top with Lemonade.
4. Garnish with lemon slices & lavender.



NEAPOLITAN ICED COFFEE

A triple treat for your taste buds, Neapolitan Iced Coffee layers rich chocolate, sweet strawberry, and creamy vanilla for a dessert-inspired drink that's as Instagrammable as it is delicious.

INGREDIENTS

- ✓ 8 oz Red Diamond® Iced Coffee
- ✓ 4 oz Milk
- ✓ 4 oz Heavy Whipping Cream
- ✓ 2 tsp Vanilla Extract
- ✓ 1 Tbsp Chocolate Syrup
- ✓ 1 Tbsp Strawberry Syrup
- ✓ Dash of Salt

DIRECTIONS

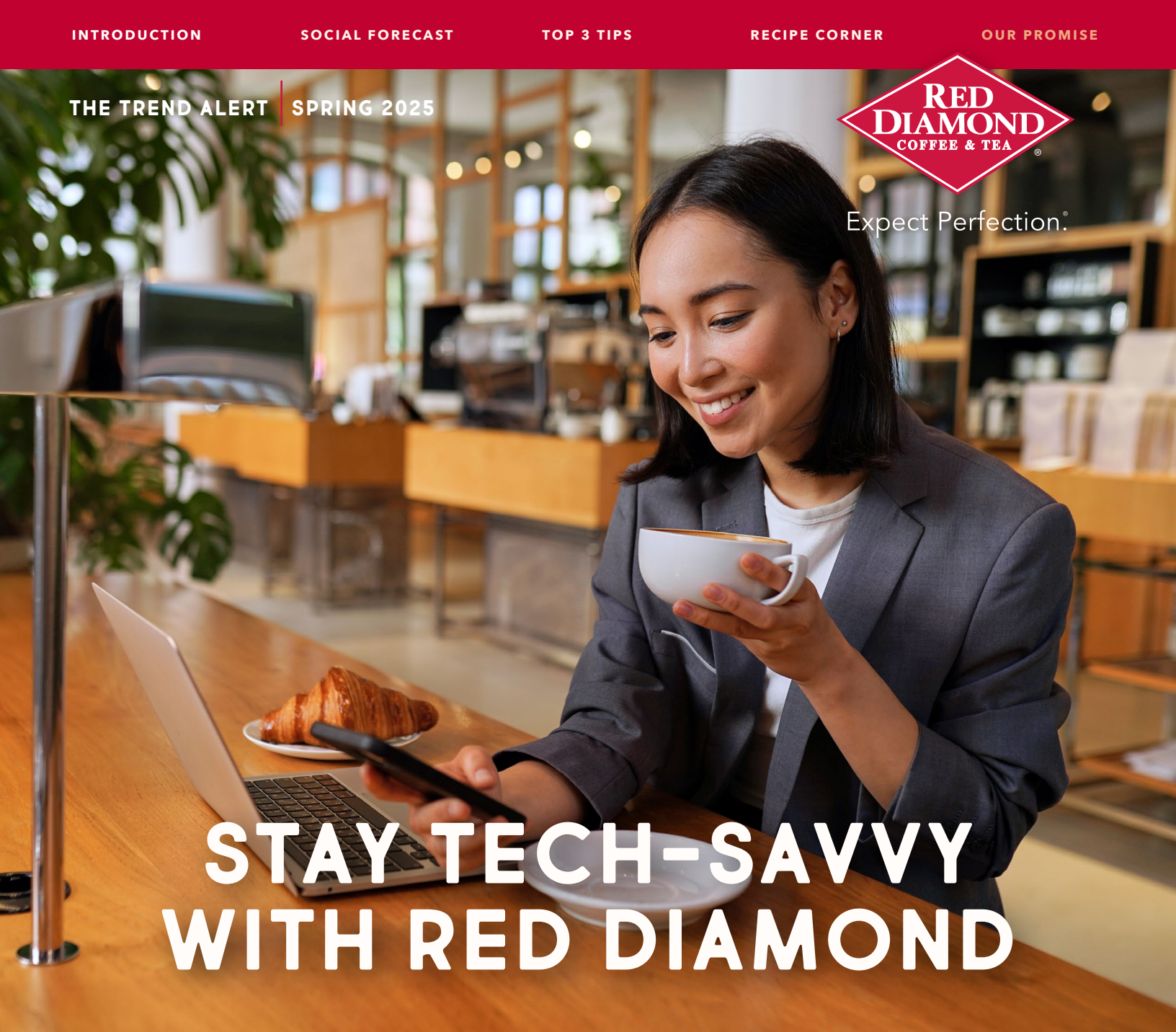
1. Add ice to glass and pour in iced coffee.
2. In a milk frother, froth milk, heavy cream, vanilla extract and salt to make sweet cream.
3. Divide sweet cream into three cups, one for plain, one for chocolate, and one for strawberry.
4. Add chocolate and strawberry syrups to their respective cups.
5. Layer the three sweet creams on top of iced coffee for a beautiful and delicious beverage!

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RECIPES HERE

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Expect Perfection.®



STAY TECH-SAVVY WITH RED DIAMOND

CONNECT WITH US

Partnering with Red Diamond means world-class coffee and tea programs that deliver the consistency and quality you need to help drive traffic and increase profits. We also provide valuable insights and menu innovations that keep your operation digitally and socially relevant, to ensure you always stay connected to what your customers want.

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



Find more ways to make your operation
a beverage destination at
REDDIAMONDBEVSERVICE.COM