

**RED
DIAMOND**
COFFEE & TEA®

PUT THE FOCUS ON FLAVOR!

Today's coffee & tea consumers seek innovative flavors for their favorite beverages.

The ability to offer on-trend options will help your operation attract new clientele, create customer loyalty and boost sales. The Red Diamond® Trend Alert is your trusted source for the insights and trends you need to make sure you stay up to date with the future of flavor.



74%

of consumers express interest
in trying new and unique
flavors¹

THE TOP FLAVORS CONSUMERS WANT TO SEE IN HOT BEVERAGES²

GINGER

59% 

CHAI SPICES

58% 

SPEARMINT/MINT

58% 

HIBISCUS

57% 

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**RED
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FLAVOR FORECAST



**GET THE FACTS ON HOW
CONSUMERS FEEL ABOUT FLAVOR.**

BERRY INTERESTING ...

71% of Millennials would be
interested in trying a strawberry
iced tea beverage¹

¹IFMA Webinar, Leveraging Demographics for Menu Trends, 2024

THE HEAT IS ON!

53% of consumers have tried
and liked or are interested
in trying sweet heat²

²T. Hasegawa 2024 Summer Flavor Trends

GLOBAL FLAVORS ARE READY TO RULE THE WORLD

40% of consumers are interested in
adding global flavors to their
food and beverage options³

³CStore Decisions

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

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TOP 3 TIPS FOR FEATURING FLAVOR

TO DRIVE TRAFFIC

1

FLOWER POWER

"Floral flavors like jasmine, rose, lavender, hibiscus and eucalyptus are expected to experience steady growth in the year 2024."

*Jaime Lynn Lawrence, R&D application scientist at Flavor Insights

Check out our Jasmine Green Tea from our new hot tea line - Morris & Park®

2

THIS SPICE IS ALWAYS NICE

Cinnamon is perfect as both a lead ingredient AND an accent ingredient for both coffee and tea beverages. It's familiar enough that it can help nudge customers towards more unexpected menu offerings, as well as signify a new premium experience.

See our Mexican Misto Coffee recipe

3

ALLERGY-AWARE

It is essential for your operation to be allergy-aware when offering flavor options. Many consumers have dietary restrictions and food allergies, such as to nuts, dairy or gluten, which can be triggered by certain flavorings and additives.

- Ensure clear labeling on menus
- Provide alternative options
- Train staff to ask for allergies



Check out how **pre-flavored product offerings** from your beverage partner can still create buzz without creating more work!

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RED DIAMOND RECIPE CORNER



“SWICY” LEMONADE

Looking for a sip that's sweet with a side of sass? This sweet and spicy lemonade recipe is here to quench your thirst with a little kick!

INGREDIENTS

- ✓ 4 cups Simple Sweet™ Lemonade
- ✓ 1 Jalapeno, sliced
- ✓ Chamoy
- ✓ Tajin
- ✓ Ice

DIRECTIONS

1. Steep sliced jalapenos in lemonade for 30 minutes. After 30 minutes, remove jalapenos.
2. Rim your glass with chamoy & tajin. Add ice to your glass & pour lemonade.



OATMEAL CREAM PIE ICED COFFEE

Creamy, sweet, and just the right amount of oaty goodness. This recipe blends the comforting flavors of your favorite childhood snack with a jolt of caffeinated bliss.

INGREDIENTS

- ✓ 8 oz Red Diamond Iced Coffee
- ✓ 4 oz Oat Milk
- ✓ 2 tsp Spiced Brown Sugar Syrup
- ✓ 1 tsp Molasses
- ✓ ¼ tsp Cinnamon Sugar
- ✓ ⅛ tsp Vanilla Extract

DIRECTIONS

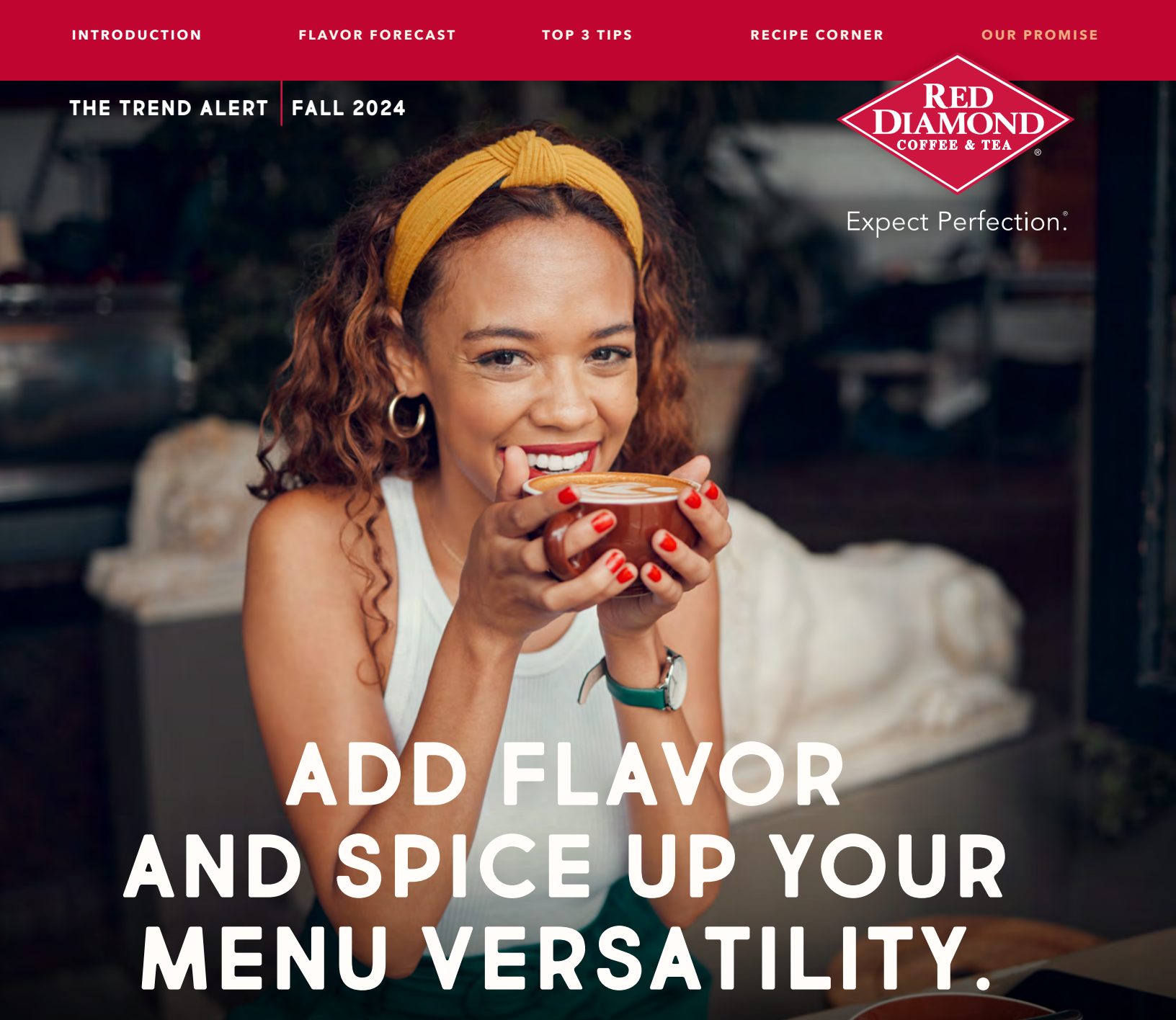
1. Add iced coffee, spiced brown sugar syrup, molasses, cinnamon sugar and vanilla extract to a shaker. Shake until frothy.
2. Pour coffee over ice & top with oat milk.
3. Sprinkle with cinnamon sugar before serving.

DISCOVER
MORE RED DIAMOND
RECIPES HERE

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Expect Perfection.®



ADD FLAVOR AND SPICE UP YOUR MENU VERSATILITY.

**WITH
RED DIAMOND,
THE FUTURE OF
FLAVOR IS NOW.**

When you partner with Red Diamond, you're getting a world-class coffee and tea program that provides the consistency and quality you need to drive traffic and boost profits. We also offer support with insights and menu innovation expertise that keep your operation ahead of the competition and keep your customers 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)