

FALL 2026

# THE TREND ALERT

THIS ISSUE: GEN Z GETS GLOBAL



## GEN Z'S PASSPORT TO FLAVOR

Gen Z is driving demand for globally inspired beverages that feel authentic, adventurous and worth sharing. The Red Diamond Trend Alert is here to help you turn those trends into fresh opportunities for your coffee and tea program.

A large, tilted diamond graphic containing a photograph of a cup of coffee garnished with fresh herbs and a cinnamon stick. The text '74%' is overlaid in large white font.

# 74%

of Gen Z consumers  
say they enjoy trying  
flavors inspired by  
other cultures and  
cuisines.<sup>1</sup>

Three coffee beans arranged in a small cluster.

Born between 1997 and 2012, Gen Z is redefining beverage expectations, favoring bold flavors, cultural authenticity, and memorable experiences over the ordinary.

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The logo for Red Diamond Coffee & Tea, featuring the brand name in a white serif font inside a red diamond shape, with 'COFFEE & TEA' in a smaller sans-serif font below it.  
RED  
DIAMOND  
COFFEE & TEAA photograph showing two clear plastic cups filled with light-colored beverages. The cup in the foreground is garnished with fresh green mint leaves, a purple and white pansy, and orange slices. The cup in the background is also garnished with mint. A clear plastic lid is visible on the left.

# THE POUR-CAST

## HERE'S HOW GEN Z IS SHAPING BEVERAGE INNOVATION:

### Familiar First

Gen Z loves discovering new flavors, but not necessarily new formats. Lemonades, refreshers, coffees and teas provide a familiar foundation for introducing globally inspired ingredients.

### Tropical Is Trending

Tropical flavors like coconut, passion fruit, and guava continue to gain momentum with Gen Z.<sup>2</sup> Adding pre-flavored teas like Red Diamond's Tropical Temptations™ Coconut Tea to your menu makes it easy to stay on trend.

### Steeped in Tradition

Global tea traditions are finding a new audience with Gen Z. From Thai tea and milk tea to chai and jasmine, these classics are making their way onto more menus. The Morris & Park™ curated selection of hot teas brings together herbs, spices and time-honored flavors from around the world—bringing international favorites straight to your table.

### Coffee Crosses Borders

Global coffee traditions are inspiring the next generation of specialty beverages. From Vietnamese coffee and cardamom cold brews to the rapidly growing carajillo, younger consumers are looking beyond the everyday cup.<sup>3</sup>

[Click Here To See More Trends and Insights](#)

<sup>2</sup>Tastewise 2026

<sup>3</sup>Datassential Global Flavors & Beverage Trends 2026

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**RED  
DIAMOND**  
COFFEE & TEA®

## TOP 3 TIPS TO POUR FOR GEN Z

1

### MAKE IT PHOTO-WORTHY

Layered textures, colorful fruit, cold foams and vibrant garnishes from around the world create beverages that are as shareable as they are sippable.

[Explore Signature Recipes](#)

2

### TELL A GLOBAL STORY

Gen Z values authenticity. Featuring single-source coffee—and the real farmers behind the bean—gives every cup a story worth sharing.

[Explore Origin Stories](#)

3

### KEEP IT FRESH

Limited-time flavors give Gen Z a reason to come back and try what's next. Rotate seasonal beverages to keep your menu feeling new.

[See What's Trending](#)

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# RED DIAMOND RECIPE CORNER



## CARDAMOM COLD BREW WITH ORANGE COLD FOAM

Bright citrus and warm spice come together in this refreshing cold brew creation. Bold cardamom adds a fragrant kick to smooth, rich coffee, while a creamy, orange-infused cold foam crown adds a zesty, dreamy finish. Perfectly balanced and beautifully garnished, it's a morning pick-me-up with a twist your customers will love.

### INGREDIENTS

- 1/4 tsp finely ground cardamom seeds
- 1 oz simple syrup
- 6 oz **Fitz Cold Brew™**
- Ice

### COLD FOAM INGREDIENTS

- 2 oz half and half
- 1 oz simple syrup
- 1/2 tsp orange zest
- Orange peel for garnish

### DIRECTIONS

1. In a spice mortar, grind 1/4 tsp of cardamom seeds. Add the cardamom to a serving cup, then add simple syrup and mix well. Add the cold brew and ice, leaving room for the cold foam on top.
2. Preparing cold foam: In a separate cup, add the half and half, simple syrup, and 1/4 of the orange zest. Blend with a hand blender until foamy, gently spoon into the top of the cold brew, and garnish with orange zest and a twisted orange peel.



## HIBISCUS FIZZ TEA

Botanical ingredients like hibiscus are gaining traction across beverage menus. This refreshing mocktail combines floral hibiscus notes with tea and citrus for a sophisticated sip with global appeal.

### INGREDIENTS

- ✓ 4 oz **Red Diamond® Tea**
- ✓ 4 oz **Simple Sweet® Lemonade**
- ✓ 1 oz hibiscus syrup
- ✓ Dash of bitters
- ✓ Sparkling water
- ✓ Ice

### DIRECTIONS

1. Fill a glass with ice.
2. Combine tea, lemonade, hibiscus syrup, and bitters.
3. Top with sparkling water.
4. Stir gently and serve.

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RECIPES HERE

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# STAY ONE SIP AHEAD WITH RED DIAMOND

## CONNECT WITH US

For five generations, Red Diamond has helped operators stay one step ahead. Today, that means helping you meet Gen Z's growing demand for globally inspired coffee and tea with products, expertise and beverage solutions designed to keep guests 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)