

Coffee Formats

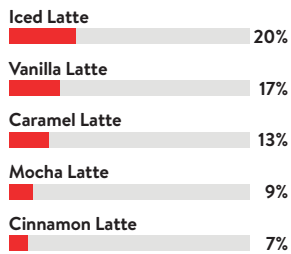
To fully engage clientele, foodservice operators in both commercial and non-commercial settings should offer a variety of the most popular formats of coffee.

PERCENT WHO CONSUMED IN THE PAST WEEK ¹



Regular hot coffee is the most widely consumed beverage.

"MOST POPULAR LATTE STYLES RANKED BY % MENU PENETRATION" ²



COLD COFFEE IS COOL

Demand is booming for cold brew, across all age groups.

41%

of those aware of cold brew agree drinking it is cool and trendy.¹

Offering cold brew coffee is operationally easy: Coffee can be steeped overnight a few times per week and prepped for service each morning. Boost iced coffee sales by offering flavored syrups or creamers as well as non-dairy creamer options.

SUPER SMOOTH

Cold brew coffee gains acceptance in the mainstream, with 34% of consumers saying their overall opinion of it is excellent/very good¹

One-in-five Americans currently drink cold brew at least weekly¹

This type of coffee is brewed with cold water and extraction times can be as long as 12-24 hours. The result is a smooth, rich and low-acid brew usually served chilled or over ice. The latest twist is infusing cold brew with nitrogen for a smooth, creamy texture.

60%

of cold brew drinkers claimed to have bought their cold brew from a coffee shop or restaurant¹

Cold Brew growth is up 245% over past four years ²

¹ National Coffee Association Data Trends 2020

² Datassentials Menu Trends 2020



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