



THE SCOOP

SERVING UP FOODSERVICE INSPIRATION



**MAKE YOUR
BEVERAGE MENU
A SALES DRIVER**



FRESH

NEW THINKING IN REFRESHMENTS

HOUSEMADE BEVERAGES MIX INNOVATION AND ON-TREND FLAVORS.

A great shift in the foodservice industry has been the way people drink and the beverages they prefer. While soft drinks and alcoholic beverages are still profit makers, more and more individuals are seeking other beverage choices. Meet the demand for premium and unique beverages such as specialty iced teas, flavored lemonades, artisan sodas, cold pressed juices, and more.

**51% OF CONSUMERS
FEEL THAT RESTAURANTS SHOULD OFFER
GREATER BEVERAGE VARIETY***

**31% OF CONSUMERS LIKE TO TRY
NEW AND UNIQUE BEVERAGES***





SWEET-INTEL



FOR DRINK MENU SUCCESS

DID YOU KNOW that beverages account for \$1 out of every \$5 consumers spend away from home?* Concocting and serving premium beverages that meet seasonal demands, pair well with your menu items and reflect your operation's unique personality is an affordable and exciting way to generate both sales and excitement.





THE GROWING INFLUENCE OF “HOUSEMADE” BEVERAGES

Housemade beverages have become part and parcel of many limited-service restaurant operations, not just at coffee shops or juice bars. Make sure you’re meeting the housemade beverage demand with drinks that can set your operation apart.

46% INCREASE

since 2012 of limited-service restaurants menus that carry the term "housemade"*

HOUSEMADE OR MADE IN HOUSE

have seen triple-digit percentage growth in menu mentions over the past four years*





WHY CONSIDER HOUSEMADE BEVERAGES?

Not only does the term “housemade” hold purchase influence, here are some other ways to create excitement and generate sales through the use of housemade beverages:

Create signature housemade drink options to differentiate your menu.

Use housemade beverages to carry over the flavor profiles of your food to your drink menu.

Offer exclusive LTO beverage offerings by crafting seasonally-inspired housemade beverages.

Create a sense of freshness and pride by using locally sourced products in your housemade drinks.

Incorporate on-trend ingredients that are perceived by consumers to offer functional benefits.



THE RISE OF SEASONALLY ACCENTED FLAVORS IN NONALCOHOLIC DRINKS



According to Technomic, many seasonal accents are becoming more prevalent in nonalcoholic drink recipes. Fruit flavors like mango, peach, raspberry and coconut continue to be popular, while flavors like watermelon, pomegranate, blood orange and pear are growing in demand. Floral and herbal components such as basil, lavender, hibiscus, rose, and lemon-grass are also seeing a recent surge of interest. Typically these elements are paired with fruits in beverages.

HOW FLAVORS WITH KICK ARE MAKING A SPLASH

According to the 2018 Technomic Beverage Consumer Trend Report, the consumer preference for bigger, bolder flavors is migrating from the food menu to the beverage menu. Guests are seeking out flavors with hot, spicy, tangy, tart or sweet-and-sour profiles. This holds true whether they are ordering coffee, tea, mocktails or ice-blended beverages.



TAKING LEMONADE TO THE NEXT LEVEL



Lemonade is an ideal beverage for appealing to today's desire for fresh, natural and unique flavors. Operators are infusing lemonades with everything from cucumber and basil, to kale and even to activated charcoal. For example, a popular LA-based eatery features cold-pressed lemonades in flavors such as cucumber mint and watermelon rosemary. Unrefined or organic sugars such as raw cane sugar can also play a pivotal role in the success of today's craft lemonades.

INCREASE IN LEMONADE DESCRIPTORS OVER PAST YEAR*

"ORGANIC" IS
UP 19%

"SEASONAL" IS
UP 7%

"FRESH-SQUEEZED" IS
UP 5%





WHAT THE FUTURE HOLDS FOR TEAS

80% of tea consumed in U.S. is iced*

When it comes to appearing on menus, sweet tea in particular has seen a 54% increase in menu mentions over the last four years.** Today, operators are experimenting with a variety of ways to make sweet teas even more appealing. Along with using sugars that are unrefined or organic, they are implementing a variety of trending flavors and unique twists.

MENU TREND

A New York City restaurant is offering a Spiced Iced Tea made with orange pekoe tea with a star anise tincture, mint and lemon.

FASTEST-GROWING ICED TEA FLAVORS**

————— PINEAPPLE UP 58%

KIWI UP 58% —————





CHEF'S CORNER

For each edition of The Scoop, we bring you exclusive insights from Eleonora Lahud, research chef from ASR Group.



ELEONORA LAHUD | Research Chef, ASR Group

Eleonora has a degree in Food Science and is a Certified Baker from the American Institute of Baking, with management studies in Barcelona, Spain. She has experience working with leading global food companies in research & development, technical sales, consumer engagement and catering.

WHAT ARE SOME BENEFITS OF OFFERING HOUSEMADE BEVERAGES?

One of the greatest benefits is your bottom line. Beverages have high profit margins, and there is a low cost associated with making them. Housemade beverages also allow operators to differentiate themselves and can serve as a connection to the cuisine that is being offered. For example, operators offering Mexican food can benefit from a colorful display of Aguas Frescas on their menu.

WHAT TRENDS ARE YOU SEEING IN HOUSEMADE BEVERAGES?

Health and wellness beverages are definitely on trend. Consumers, and millennials in particular, are driving this trend. They look for beverages that not only quench their thirst, but that also offer healthful benefits. A good example of this is kombucha. Specialty iced teas and lemonades are on the rise. Many consumers are looking to switch from their traditional soft drinks to a well-crafted lemonade or iced tea. Some operators are using flavors like blood orange, cucumber-mint, and lavender-elderflower. Cold-pressed juices, smoothies and craft sodas are also trending, and let's not forget nitro. Nitro cold brews are extremely popular with consumers. Don't be surprised if nitro starts to be used outside coffee applications in lemonades and iced teas.

WHAT SEASONALITY TRENDS DO YOU SEE IN CRAFT BEVERAGES?

With warmer weather, lemonade and iced tea are in high demand. Flavors like watermelon limeade or mango iced tea can sound very tempting with temperatures above 80 degrees. Crafted sodas are also in demand during warmer months. An easy beverage idea is to simply combine Tate+Lyle® Gourmet Peach Syrup with club soda and plenty of ice, and to garnish with fresh peaches. It's fresh and feels premium, but the execution is simple. Your customers will surely come back for more.

WHAT DO YOU FEEL DRIVES CONSUMERS TO PURCHASE A BEVERAGE?

Today, consumers are looking for nourishing, fresh on-the-go ingredients. Functionality and health benefits are definitely influencing sales of beverages, but ultimately, flavor is the main influencer on purchasing a beverage.





SWEETLY DISTINCT



SALES-BUILDING IDEAS FROM ASR GROUP

Operators are continually looking for ways to differentiate themselves, whether through unique dining experiences or signature dishes. One way to really set your operation apart is by refreshing your drink menu. Here are some on-trend ideas to help make your operation sweetly distinct.

Batch-made beverages ensure consistently great flavor.

Preparing large batch beverages provides you the assurance that you will always have in-demand beverages on-hand. It's also a way to create a signature beverage that you can offer up throughout the day. For example, a Chicago-based café prepares their coveted lavender lemonade in large batches using lemons, sugar, sea salt and lavender flower petals for a soothing, quenching final product.

Craft sodas are all the rage.

Menu mentions of craft sodas have grown by 40% over the last four years.* Craft sodas allow you to offer flavors that aren't traditionally found in soda - flavors like pomegranate, grapefruit, prickly pear and more. The use of unrefined and organic sugars also provides a feel-good factor.

MAKING CRAFT SODAS IS SIMPLE

Use housemade simple syrups to turn club soda into craft soda. For fruit-flavored soda, just simmer a concentrated fruit juice, water and sugar to create the perfect syrup. An even easier way: create craft sodas by adding any on-trend flavor from brands like Tate+Lyle® Beverage Syrups to a glass of club soda.

Boba Teas are a fun, globally inspired beverage option.

These are milk teas with boba, which are tapioca pearls. They deliver a beverage experience that is both visually appealing and uniquely textural. This Taiwanese creation comes in popular flavors such as honeydew, lychee, mango and peach. Keep boba fresh by immersing them in a simple syrup. Depending on the desired flavor, white, raw cane, or soft brown sugars can be added to sweeten boba teas.



FEATURED RECIPE



WATERMELON LIMEADE

Created by Eleonora Lahud
Research Chef, ASR Group

This colorful and refreshing concoction is especially ideal for the warmer months. It offers the zing of lime with the sweet succulence of watermelon. It's a unique drink option and an ideal addition to any meal. Make by the batch, and offer as an irresistible multi-serve option for takeout and delivery.

HOW TO MAKE:

(Yields 3 gallons)

Ingredients:

- 24 cups fresh watermelon, cut in 1-inch cubes
- 3 cups freshly squeezed lime juice
- 3 pounds Domino® Granulated Sugar
- 1 gallon boiling water
- Cold water (to fill to 3 gallons)
- Lime wedges

Instructions:

1. In a blender, puree watermelon, and strain. Set aside.
2. In a large pot, bring 1-gallon of water to a boil. Remove from heat and add a 3-pound bag of granulated sugar. Stir until dissolved.
3. In a 3-gallon container, combine strained watermelon juice, lime juice, sugar/water mixture, and top to 3-gallons with cold water. Serve over ice. Garnish each with a lime wedge.



FEATURED PRODUCT



This month's featured product is ideal for creating consistently flavorful housemade signature beverages by the batch. The **Domino® Batch Ready Bag®** takes the guesswork out of measuring, so you can provide the same quality beverage experience time after time. A single 3-pound bag of our extra fine granulated pure cane sugar sweetens a 3-gallon batch of sweet tea, lemonade or other fruit drinks. Just open and pour – no measuring required.



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