

# THE SCOOP

SERVING UP FOODSERVICE INSPIRATION



**STAY AHEAD**  
OF THE EVER-CHANGING  
**COFFEE CULTURE**





# ARE YOU MEETING THEIR TASTES?

**64%**

OF U.S. CONSUMERS  
DRINK COFFEE  
EVERY DAY\*

**44%**

DRINK COFFEE  
AWAY-FROM-HOME\*

## THE FUTURE OF COFFEE

### SWEETNESS AND SPECIALTY ITEMS MEET MILLENNIAL AND GEN Z DEMANDS

Coffee is no longer the same old cup o' joe. Cream is the new black with younger drinkers. While older generations still find appeal in the acidity and bitterness of black coffee, it doesn't seem to have the same palatability to younger generations. If you notice what today's coffee shops are serving up, it should come as no surprise that creamy, sweet, iced and frozen are the coffee formats of choice.

To help you keep pace in the changing coffee landscape, Domino Foods, Inc. has curated the latest coffee trends to give you a competitive edge along with culinary ideas and recipes that can make your operation stand out and your profits soar.



**THE SCOOP**

\*National Coffee Drinking Trends, 2018



# SWEET-INTEL



## THE THIRD WAVE OF COFFEE

Coffee is no longer a commodity, it's an artisanal offering in the line of wines and specialty foods. One way to appeal to the "third wave of coffee" consumer is to provide customization. Today's consumers put individuality first and expect to have options that reflect their unique tastes and styles.

### WAYS TO BRING CUSTOMIZATION TO COFFEE

- Stock a variety of popular and trending beverage syrup flavors
- Provide a full range of sugar and sweetening products
- Offer alternatives such as reduced sugar syrups or plant-based milks to appeal to a wider range of dietary needs

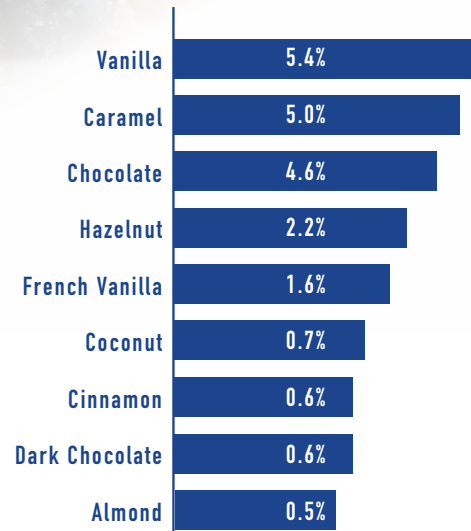
# WITH TODAY'S COFFEE CONSUMERS, FLAVOR IS KEY



**49%**  
**OF GENERATION Z**  
**CONSUMERS PRIMARILY ORDER**  
**FLAVORED COFFEE DRINKS**

2019 Technomic, Inc.

## TOP FLAVORS PAIRED WITH COFFEE



2019 Technomic, Inc.

## DID YOU KNOW:

Ethnic flavors have grown in popularity on coffee menus, with cardamom and German chocolate both seeing increases of 100% over one year.<sup>1</sup> Even flavors as unique as mushroom are coming into the fold. But still, a lot of the traditional classics and proven favorites continue to lead the pack.

1. 2019 Technomic, Inc.



# SEASONAL FLAVORS CAN HELP BOOST SALES

Beverage flavor preference can significantly vary by season. Take for example, maple. Maple is the hottest trending seasonal flavor, up 75% year over year.<sup>2</sup> Popular fall flavors range from standards like pumpkin spice to others like chai and chestnut.

2. 2019 Technomic, Inc.

## TRENDING FALL BEVERAGE FLAVORS

- Pumpkin
- Chocolate
- Sugar
- Cinnamon
- Spiced
- Nutmeg
- Caramel
- Mint

Source: Technomic Seasonal Beverages, 2019



# ICED COFFEE IS A YEAR-ROUND PROFIT GENERATOR



No longer just a warm-weather treat, iced coffee has been finding permanent places on menus everywhere. While a popular choice at breakfast, iced coffee is most likely to be consumed as a snack, extending coffee's reach into later dayparts<sup>3</sup>.

Iced coffee is growing considerably faster than other coffee drinks among those aged 18 to 34. Iced coffee appeals to this consumer segment because it is an ideal way to integrate on-trend and global flavors. Also, when served in a clear cup or glass, it can have Instagrammable visual appeal. Blending iced coffees with seasonal syrup flavors and trending sweeteners is a great way to keep menus fresh and build your business.

## 18- TO 34-YEAR-OLDS ARE BUILDING SALES OF ICED COFFEE DRINKS

2019, Technomic, Inc.

## FASTEST-GROWING DRINKS IN COFFEE

	DRINKS	MENU ITEMS	GROWTH IN % OVER THE LAST YEAR
1.	Iced Coffee	1,305	5.2%
2.	Americano	352	2.3%
3.	Coffee/ Filter Coffee	2,933	1.0%
4.	Espresso	1,109	0.8%
5.	Cappuccino	1,337	0.5%

2019, Technomic, Inc.



# CHEF'S CORNER

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



## ELEONORA LAHUD | Research Chef, Domino Foods, Inc.

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 SEASONAL TRENDS ARE YOU SEEING IN THE COFFEE CATEGORY?

*During fall, it's all about pumpkin. It's everywhere: on the streets, in offices, on Instagram®. Looking to capitalize on consumers' craving for all things pumpkin, we saw operators this year launching their pumpkin spice beverages as early as August. But there is room on the menu for other fall flavors. Cinnamon Sugar and Maple flavored drinks in particular are gaining in popularity in operations everywhere.*

### HOW DO YOU SEE COLD BREW PLAYING A ROLE IN SALES?

*Cold brew coffee is stronger than traditionally brewed coffee and presents lower bitterness and acidity, which appeals to a younger demographic. The cold brew trend, and the nitro coffee trend in general, are anticipated to rise. Cold brew drinkers also tend to not add cream to their cold brew but, because they see it as a healthier option, will add sweeteners that convey naturalness, like brown sugar and pure cane sugar.*

### ARE CERTAIN COFFEES MORE POPULAR DURING CERTAIN DAYPARTS?

*Stronger coffees like espresso tend to be more popular during morning hours. Iced coffees tend to be more popular later in the day and serve more as a sweet "treat-myself" refreshment.*

### WHAT SWEETENER TRENDS ARE YOU NOTICING AMONG COFFEE DRINKERS?

*Flavored syrups are very popular in that they allow the consumer to personalize their drink. We also see demand for brown sugars like turbinado that not only add sweetness but also add an extra layer of depth to one's coffee.*

For more behind-the-scenes coffee insights from Eleonora, [click here.](#)



# SWEETLY DISTINCT



## SALES-BUILDING IDEAS FROM DOMINO FOODS, INC.

From your ambiance and atmosphere, to your culinary beverage and food offerings, customers expect craftsmanship at every turn. Capture repeat visitors and generate more traffic with these simple sales-building ideas that will help make your operation sweetly distinct.

### CREATE EXCLUSIVITY

Consumers love exclusivity. Stir up excitement with creative concoctions crafted and named to leverage and promote your brand. Limited-time-offers are also a great way to express a sense of exclusivity while also appealing to seasonal tastes. Serve signature drinks that are exclusive to your business to create destination dining. Consider using Tate+Lyle® Beverage Syrups to add inspiration and flavor to your beverage program.

### INFUSE MORE FLAVOR

Try adding a tasty, on-trend flavored whipped cream topping to a latte. Swap out traditional whipped cream with a seasonal flavor like maple-infused whipped cream or get creative with sweetened whipped creams in flavors like peppermint, espresso, cardamom or bourbon. You can also experiment with layering multiple syrups in beverages to create one-of-a-kind flavor experiences. Or swap out white granulated sugar for turbinado or organic raw cane sugar to increase the beverage's depth of flavor. The possibilities are endless.

### MAKE IT INSTA-WORTHY

**43% of consumers** say that visually appealing food is important when deciding on which restaurant to visit.<sup>4</sup> Dressing up your beverage options is an economical and inventive way to generate traffic as well as garner free publicity via social media. It can be as simple as serving coffee drinks with sugar-rimmed glasses, to topping lattes with colorful and playful ready-to-eat cereals.



# FEATURED RECIPE



## CINNAMON BERRY LATTE

Created by **Melissa Villanueva**

*Owner and Founder of Brewpoint Coffee*

Looking for a new coffee-inspired recipe to feature in your operation? Check out this month's featured recipe: Cinnamon Berry Latte. It's a refreshingly inventive way to bring seasonal flair to your beverage menu with a blend of fall flavors from spicy to fruity.

### INGREDIENTS:

- 1 pump of Tate+Lyle Blueberry Beverage Syrup
- 1 pump of Tate+Lyle Vanilla Beverage Syrup
- 1 tsp of Cinnamon
- 2 shots of Espresso
- Ice
- 1 cup of regular or dairy-free milk

### HOW TO MAKE:

(approx. 12 oz. serving)

1. Add 1 pump of blueberry syrup, 1 pump of vanilla syrup and cinnamon to cup.
2. Brew 2 shots of espresso.
3. Pour espresso into cup.
4. For hot prep - steam milk to 150 degrees and add into cup. For cold prep - add cold milk with ice.

More great recipes await. [Visit now.](#)



# FEATURED PRODUCT



Since this edition of The Scoop is all about coffee, it's only natural that we feature **Tate + Lyle® Beverage Syrups**. These gourmet syrups artfully blend cane sugar with the highest-quality ingredients, adding distinct flavor to hot or cold beverages. Their easy-pump format makes them a staple for self-service coffee bars and brings convenience and ease to back-of-house. Our product features include:

- Preservative-free and zero-calorie varieties available
- 25.4 fl. oz. plastic recyclable bottles
- Allergen-free and Kosher

Tate + Lyle Beverage Syrups are ideal for customizing and concocting unique coffees and teas as well as cocktails, mocktails and lemonades.



## BROUGHT TO YOU BY ASR GROUP.

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To learn more, contact your ASR Group sales manager or visit us at [dfifoodservice.com](http://dfifoodservice.com).