



THE SCOOP

SERVING UP FOODSERVICE INSPIRATION



SWEET TRENDS
IN TEA
TO POUR
ON THE SALES





THIS YEAR'S TREND? A CAPITAL TEA

It's the entire world's favorite beverage next to water. In the U.S., over 159 million Americans enjoy it every single day,* iced or hot, morning to evening. And why not? With its simplicity, diversity, and irresistibly satisfying taste, tea can be the perfect refreshment for any occasion. And consumers just keep asking for more. Trends include more unique and exotic quality teas, as well as upscale choices like loose leaf brewing.



75% TO 80%
OF TEA
CONSUMED IS
ICED*

80% OF ALL
CONSUMERS
ENJOY TEA*

PERCENTAGE OF ALL TEAS SOLD

84% BLACK TEA
15% GREEN TEA
<1% OTHER*



SWEET-INTEL



FOR CUP-AFTER-CUP SUCCESS

THINKING BEYOND THE BAG

Being innovative with your offerings in several areas holds the key to brewing up additional business featuring tea. By offering a head-turning selection of teas, showing creativity in preparation and flavoring, and sweetening your tea with choices consumer seek, you can help increase your overall sales and profits.



TEA FOR ME. TEA FOR YOU. TEA FOR ALL.

As tea consumption continues to explode in popularity, consumers' appetites for new and different is also growing. Each tea exhibits distinct characteristics depending on how it's prepared. Below is a simple breakdown of the characteristics of today's most popular teas.



Black Tea

Strong, rich, smoky, earthy, spiced, nutty, fruity, sweet.

Temperature: 200°F to 212°F

Steep Time: 3-5 minutes

Popular Varieties: Darjeeling, Earl Grey, Masala Chai, English Breakfast



Green Tea

Vegetal, grassy, sweet, buttery, nutty, toasty, brothy, lush, herbaceous.

Temperature: 160°F to 180°F

Steep Time: 2-3 minutes

Popular Varieties: Matcha, Sencha, Gunpowder, Dragonwell



White Tea

Floral, grassy, honey, fruity, peachy, vanilla, herby, silky, mild, delicate.

Temperature: 176°F to 185°F

Steep Time: 2-5 minutes

Popular Varieties: Silver Needle, White Peony



Oolong Tea

Light, can range from floral to grassy, and sweet to tasty. Just like the flavor profiles of wine, Oolong can vary in flavor.

Temperature: 180°F to 200°F

Steep Time: 1-3 minutes

Popular Varieties: Phoenix, Iron Goddess of Mercy



Rooibos Tea

Smoky, sweet, woody, grassy, floral, herbal. Can have earthy notes with hints of sweet vanilla.

Temperature: 200°F to 212°F

Steep Time: 5 minutes

Popular Varieties: Red Rooibos, Green Rooibos



Herbal Tea

Citrusy, tangy, sweet, refreshing; can vary depending on the spices and plants used.

Temperature: 212°F

Steep Time: Up to 15 minutes

Popular Varieties: Chamomile, Jasmine, Peppermint, Hibiscus





A TOUCH OF FLAVOR IS GAINING IN FAVOR

A variety of fun flavors can upgrade your tea lineup and draw more adventurous tea lovers. Iced tea, in particular, pairs well with fruity, spicy, and herbal flavors.

WOMEN ARE MORE LIKELY TO BE TEA DRINKERS THAN MEN*

APPLE IS THE FASTEST-GROWING FLAVOR PAIRED WITH TEA*

TOP FLAVORS PAIRED WITH ICED TEAS ON OPERATORS' MENUS*

Lemon	Mango	Mint
Peach	Ginger	Passion Fruit
Raspberry	Strawberry	Orange

SWEET TEA, OR NOT SWEET TEA? HERE IS THE ANSWER

When it comes to sweetening tea, there's no definitive consensus among tea lovers. While some consumers prefer unsweetened iced tea so they can customize the sweetness to their taste, foodservice sweet tea is going strong, growing 61% since 2017.* Offering a choice of sweeteners as well as pre-sweetened choices is a sweet strategy to satisfy the majority of consumers.

GRANULATED SUGAR
IS MOST PREFERRED FOR SWEETENING BEVERAGES**

IF YOU HAVE OPERATIONS LOCATED IN THE SOUTH OR EVEN
IN THE MIDWEST, SWEET TEA IS A STRONG PERFORMER**



THE BEVERAGE THAT QUENCHES THE WORLD'S THIRST

Global beverages are on the rise in foodservice. In fact, 63% of consumers report ordering a global beverage away from home at least once a month. Since tea is one of the leading beverages in eateries and cafes worldwide, consider adding globally inspired tea-based beverages to your menu.

TOP THREE GLOBAL BEVERAGES IN FOODSERVICE:*

- CHAI TEA
- MATCHA TEA
- BUBBLE TEA





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 TRENDS ARE YOU SEEING WITH TEAS? ARE YOU SEEING ANY SEASONALITY TRENDS?

Tea is a category that continues to expand. Many widespread trends can be applied to tea. Sparkling iced tea is a good example. Carbonated water is becoming extremely popular. Sparkling tea offerings are growing as this trend grows. Milk teas are also growing in popularity due to the growth of different plant-based milks that can be added to tea. Different sugars, such as light, dark, or turbinado sugars that add an additional depth of flavor, are becoming very popular and trendy.

Seasons, weather, and time of day are important factors in the selection of drinks. Nothing more refreshing than a glass of sweet tea during a hot summer day. Teas infused with flavors, such as mango, peach, guava, or lemon, are more popular during hot months. Teas with more robust and spicy flavors, such as chai tea, are preferred when the weather starts to cool down. Having a more robust flavor, herbal teas tend to be preferred during mid-morning and noon.

WHAT TIPS DO YOU HAVE FOR OPERATORS LOOKING TO UP THEIR TEA GAME?

Be creative: Consumers are willing to try new global exotic flavors. Make sure you communicate the offering and detail the ingredients in the drink.

To-go offerings: Many consumers are still relying heavily on to-go food orders. Add gallons of sweet tea with different flavors as offerings in your to-go menu. They are well accepted by the public because the price point of a gallon of tea is perceived as extremely affordable.

WHAT DO YOU THINK DRIVES CONSUMERS TO CONSIDER TEAS OVER ANOTHER CAFFEINATED BEVERAGE?

Coffee and tea are the most widely consumed drinks in the world. They provide very different sensorial experiences to consumers. There are many reasons consumers consider tea over coffee:

- Variety of flavors
- Reduced caffeine
- Perceived as healthier
- Ease of preparation



THE SCOOP

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



SWEETLY DISTINCT



SALES-BUILDING IDEAS FROM ASR GROUP

Offering a fun and unique variety of irresistible offerings is the key to winning the hearts of tea lovers. That's why foodservice operators are looking for creative new ways to elevate their tea game.

Use Premium Menu Descriptors

Premium descriptors such as "fresh brewed," "handcrafted," and "single origin" can help differentiate offerings and drive appeal.

Consumers desire more healthy beverage options, and "fresh brewed" tea has a strong health halo and is perceived as a healthful choice — 26% of consumers are willing to pay more for "fresh brewed," and 70% of consumers say they would be more likely to purchase fresh brewed tea.*

Additionally, the term "single origin" has increased 115% over the last four years.**

Flavored tea is popular among tea lovers

Craving something unique? Our Tate + Lyle® syrups are perfect to enhance tea's taste, from classics, including peach, mango, raspberry and many more seasonal favorites, such as pumpkin spice and cinnamon bun.

A little tea goes a long way

Using tea beyond beverages is a great way to add flavor to items such as soups, pastas, stir-fry, even confectionary menu items from the bakery, giving old favorites a new twist.

More great recipes await like [Matcha Green Tea Cookies.](#)



Tea provides a simple profit driver

Looking to increase your gross margins quickly and easily? Tea takes operators there in all forms, with hot and dispensed iced tea reaching gross profits in excess of 85%.*



THERE IS A TEA IN CREATIVITY

A quick snapshot of how operators across the country are cranking up the originality to keep their customers engaged in their tea selections.

IT'S TEA TIME SOMEWHERE

An independent Mediterranean restaurant in Chicago hosts “boozy” tea parties. Revelers choose from an a la carte menu of globally inspired tea creations, such as a Japanese whisky–matcha tea, or chai tea with coconut and spiced rum.

FLAVORFUL MEETS COLORFUL

One Salt Lake City tea shop is known for its colorful takes on boba, or bubble, tea. Its creations include unique toppings, such as flavor-infused tapioca or crushed Oreo cookies.

YOU'VE MATCHA YOUR MATCH

Jumping on the growing trend, a matcha-infused beverage shop recently opened in Illinois. Customers can choose from several matcha drinks, such as traditional lattes or even CBD drinks with blueberry flavors. There's also a variety of health-benefiting beverages with charcoal, turmeric, fruits, and protein-boosters.





FEATURED RECIPE



AGUA FRESCA DE JAMAICA

*Created by Eleonora Lahud
Research Chef, Domino Food, Inc.*

A surefire seller with the growing demand for global offerings, Agua Fresca de Jamaica is a popular drink in Mexico and the Caribbean. The beverage's ruby red color comes from steeping dried hibiscus flowers, or flor de Jamaica, in hot water to create a tea. Serve over ice for a beverage that is sweet, tart, and refreshing.

HOW TO MAKE:

Yields 3 gallons

Ingredients:

- 1 ½ gallons boiling water
- 3 1-ounce hibiscus tea bags
- 3-pound Domino® Batch Ready Bag® Granulated Sugar
- 1 ½ gallons cold water

Instructions:

1. Remove boiling water from heat. Submerge tea bags. Allow to steep 10-15 minutes.
2. Remove tea bags without draining. Add 3-pound bag of granulated sugar. Stir until dissolved.
3. In 3-gallon container, combine tea mixture and cold water. Serve over ice.



FEATURED PRODUCT



This month's featured product is ideal for creating consistently flavorful signature sweet teas 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 or lemonade and other fruit drinks. Just open and pour – no measuring required. Custom sizes are also available, ranging from 1- to 5-pound bags. If our standard 3-pound bag doesn't fit your operation's needs, let's work together to create a size that's just right for your beverage program.*

**Minimum volume requirements do apply. Please inquire with your ASR Group sales manager.*

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To learn more, contact your ASR Group sales manager or visit us at dfifoodservice.com.