

# COLD COFFEE, HOT YEAR ROUND

Coffee served cold—both traditional iced coffee and premium cold brew—is gaining in popularity, and not just during warmer weather. Here's why you should make iced coffee and cold brew part of the beverage lineup 12 months a year.



## Daily Demand Is Rising



### DAILY CONSUMPTION

% of U.S. consumers drinking iced coffee on a given day



13%  
2013

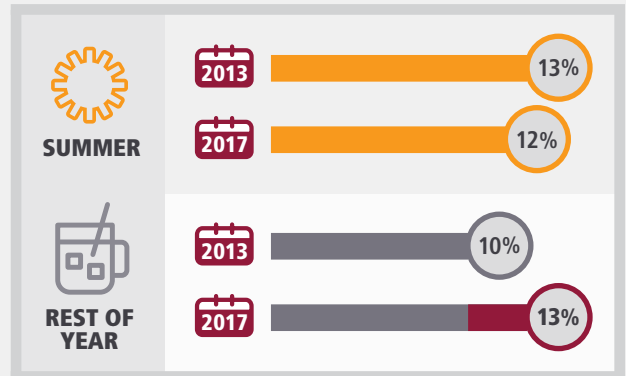


18%  
2017

## Non-Summer Sales Are Heating Up

More consumers are drinking iced coffee in non-summer months than ever before.

### % OF CONSUMERS HAVING ICED COFFEE IN THE...



**SHARE OF CONSUMPTION OCCASIONS\* OF ICED COFFEE INCREASED 29% FROM 2013 TO 2017.**

\*Occasions = the total number of times a consumer has a beverage (excludes refills).

### ICED COFFEE

is the **second most commonly consumed** type of coffee behind regular brewed coffee.

### NITRO COLD BREW

has grown over **2,000%** on menus since 2014.

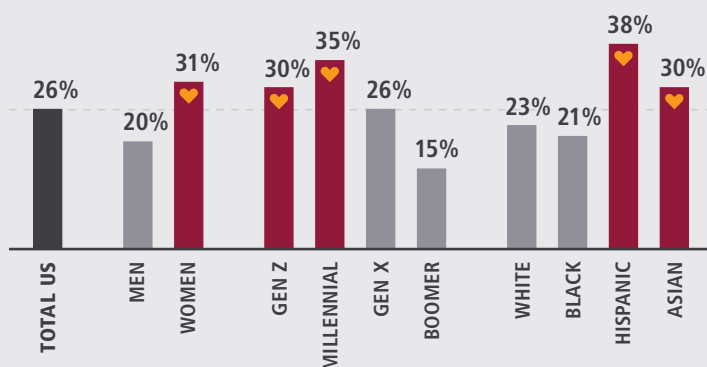
### ICED COFFEE

is projected to grow **16.8%** on menus between 2018 and 2022—while **COLD BREW** is setting up for **11.7%** growth.

### HOT IDEAS FOR COLD COFFEE

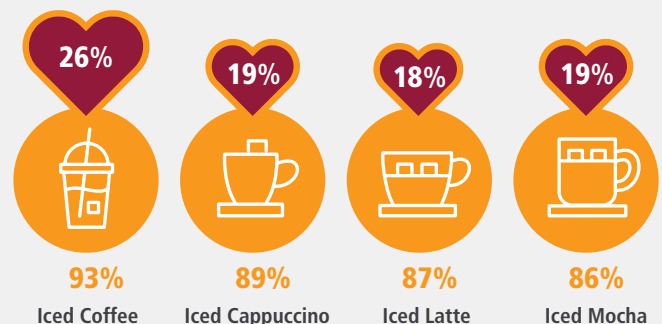
- Offer customized iced coffee or cold brew with on-trend flavors like salted caramel, dark chocolate, peppermint, and hazelnut.
- Blend almond butter, almond milk, and a banana with ice into cold brew for a plant-based frozen energy drink.
- Vietnamese iced coffee—strong coffee served over ice and sweetened with condensed milk—is an easy signature upgrade.

## Iced Coffee: Who Loves It Best



## The Cold Coffee Spectrum

● KNOW IT  
♥ LOVE IT



Infographic sources: Datassential BUZZ (2018); Datassential SNAP! 2018; Datassential FLAVOR 2018

Learn more about cold brew: [www.coldbrewcurious.com](http://www.coldbrewcurious.com)