

LEMONADE & JUICE

Get Ready for Summer

As warmer weather nears, customer attention turns to more refreshing beverage options, including lemonade and juice drinks. Signature flavors, distinctive blends, and specialty preps can help set your selection apart.



Lemonade Plus

Specialty lemonade flavors are on the rise on beverage menus.



FLAVOR	MENU PENETRATION	4-YEAR GROWTH
PINK	13.6%	-19.8%
STRAWBERRY	10.3%	+34.3%
FRESH SQUEEZED	5.7%	+4.8%
RASPBERRY	4.7%	+27.5%
PEACH	2.2%	+169.0%
MANGO	2.2%	+46.5%
MINT	1.7%	+55.4%
WATERMELON	0.9%	+42.4%
POMEGRANATE	0.9%	+1.4%
CHERRY	0.9%	+25.5%
BLACKBERRY	0.8%	+13.3%

Juicy Trends

Standards prevail but the growth is in sophisticated fruit and veggie juices.

FLAVOR	MENU PENETRATION	4-YEAR GROWTH
ORANGE	76.8%	-0.9%
APPLE	52.7%	+1.9%
CRANBERRY	47.4%	+1.2%
GRAPEFRUIT	19.8%	-19.9%
TOMATO	9.1%	-26.5%
MANGO	7.1%	+8.2%
GRAPE	4.3%	-3.4%
CARROT	3.9%	+9.3%
STRAWBERRY	2.8%	-3.1%
BEET	2.2%	+78.8%
POMEGRANATE	1.9%	-4.6%
GUAVA	1.5%	-1.9%



DID YOU KNOW?

- Hybrid drinks such as juice blends and specialty lemonade represent an important strategy for keeping Millennials engaged in nonalcoholic drink categories, and in encouraging beverage exploration
- 72% of Millennial consumers of hybrid drinks say the drinks encourage them to try beverages they wouldn't otherwise try

Lemonade, By the Numbers



Lemonade is the #3 beverage in foodservice (after soft drinks and iced tea).

86%



Lemonade is on 86% of foodservice menus.

31%

of consumers surveyed had a lemonade within the past month.

51%

of lemonade drinkers ordered it from foodservice.

81%

of lemonade fans drink it at lunch.

54% DRINK IT AT DINNER 26% HAVE IT AS A SNACK

Try This



Mix a distinctive juice or lemonade flavor with club soda—or even Prosecco—to create a premium housemade sparkler.

Create a special Lemonade Menu highlighting a selection of different flavors.



Blend fruit and vegetable juices into a nutritious smoothie with yogurt, melon, grapes, cucumber, ginger, tea, and other ingredients.

Offer lemonade—plain or specialty—by the pitcher or carafe for sharing.



Sources: Datassential SNAP! Lemonade Flavors (2018); Datassential SNAP! Juice Flavors (2018); Datassential SNAP! Juice (2018); Datassential Juice Flavors & Inclusions Trend Report (2017); Datassential SNAP! Beet Juice (2018); Datassential SNAP! Lemonade (2018); Technomic Beverage Consumer Trend Report (2018)