


SPECIALTY COFFEE BASICS




Don't know a macchiato from a mocha, or a café latte from a café au lait? Here's a quick refresher for the eternally popular specialty coffee category.



MENU PENETRATION **4-YEAR GROWTH**



Cappuccino



ESPRESSO • STEAMED MILK • FOAMED MILK

28.2% +9%




Café au Lait




STRONG COFFEE • STEAMED MILK

2.9% +6%



Café Latte



ESPRESSO • STEAMED MILK

20.9% +24%



Thai Iced Coffee



STRONG ICED COFFEE • SWEETENED CONDENSED MILK • MILK

2.7% N/A



Americano



ESPRESSO • HOT WATER

9.5% +42%



Vietnamese Coffee



STRONG COFFEE • SWEETENED CONDENSED MILK

1.7% +44%



Macchiato



ESPRESSO • STEAMED MILK (SMALL AMOUNT)

6.2% +33%



Frappe Coffee (GREEK ICED COFFEE)



INSTANT COFFEE • WATER • SUGAR • ICE CUBES,* SHAKEN *optional

1.4% +54%



Caffe Mocha



ESPRESSO • CHOCOLATE SAUCE OR COCOA • STEAMED MILK

3.8% +3%



Cortado



ESPRESSO • STEAMED MILK (50/50)

1.4% +218%

SOURCE: DATASSENTIAL, MOST POPULARLY MENUED COFFEES (2019)