

## Signature Beverages—Big News, Big Sales.



**Coffee, tea, and juices are basic to foodservice. But they’re something really special when you add your creativity. Feature signature beverages to stir things up. We have ideas.**

Create one-of-a-kind beverages that will engage customers and encourage premium pricing. Juice or coffee are great on their own, but using them as a building block for a unique specialty item is when things really get interesting. Not only are these beverages distinctive and craveable, but they can also make news—especially on social media—and support premium pricing.

### Coffee

- Explore global variations (Vietnamese, Brazilian)
- Add popular flavors like salted caramel or pumpkin spice using creamers or syrups
- Mix coffee with tonic for an afternoon pick-me-up
- Put a wellness glow on a latte or another specialty coffee with additions like turmeric, ginger, seaweed, goji berries, or maple syrup
- Use popular branded ingredients like cookies, candies, shortcake, or cereal to make a signature layered latte that blurs the line between coffee and dessert

### Tea

- Craft a better-for-you cocktail based on tea
- Let customers play with mix-and-match Design Your Own Tea (tea blend, milk, inclusion, flavor, sweetener, and sweetness level)

- Experiment with matcha or hot spiced chai tea jazzed up with distinctive ingredients such as spirulina, single-flower honey, or black pepper
- Treat tea to a nitro boost
- Mix iced tea with pineapple or apple juice and fresh mint

### Lemonade

- Add sparkling water for carbonated lemonade
- Turn lemonade into a slushy
- Make it spicy with the addition of chili powder on the rim
- Boost flavor with a fruit or an herb—or combine it with limeade
- Combine lemonade with plain or flavored iced tea

### Juices and Smoothies

- Remember that trendy smoothie bowls are nothing more than a curated, deconstructed smoothie, with the ingredients presented in a bowl rather than buzzed in a blender
- Add juice-bar appeal with à la carte juice add-ins like wheatgrass, aloe, or cold-pressed ginger juice
- Keto smoothies swap out high-carb fruits and yogurt for high-fiber berries and high-protein fats like avocado and peanut butter
- Add peppermint or cayenne to perk up the flavor of juice

### Adding Flavor to the Brew: Top Coffee Flavors by 4-Year Menu Growth

Orange	+127%	Ginger	+94%	Almond	+91%	Pumpkin	+87%
Cinnamon	+69%	Caramel	+41%	Vanilla	+35%	Chocolate	+25%
White Chocolate	+25%	Mocha	+15%	Hazelnut	+8%	Raspberry	+8%
French Vanilla	+3%	Source: Datassential Snap (2021)					

*The information provided is based on a general industry overview, and is not specific to your business operation. Each business is unique and decisions related to your business should be made after consultation with appropriate experts.*

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## TRY SERVING THIS

- Ultimate Veggie Juice with parsley, spinach, kale, celery, cucumber, lemon, and apple
- Dragon Smoothie with apple juice, dragon fruit, coconut, banana, and cashews
- Hot cocoa with donut “croutons” and housemade marshmallows
- A nonalcoholic Dry Tai combining pomegranate, orgeat, cinnamon, and nonalcoholic beer
- Iced coffee mixed with horchata for a creamy cool cochata

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## DID YOU KNOW?

- Functional beverages that are enhanced with vitamins, and minerals, [Nestlé® Vitality® Enhanced Waters](#) are flavorful, zero-calorie refreshers in on-trend flavors like Mango and Lemon Lime that are packed with important vitamins like vitamins C, B3 (Niacin), B12, B6, and B5 (Pantothenic Acid).