

TEAS & LEMONADES
ARE MAKING A

PROFITABLE SPLASH



IT'S ALL IN
THE CRAFT

Consumers are willing to pay more for specialty flavored beverages¹



Nearly **90%**
of consumers say handcrafted drinks are more attractive than other selections¹



Craft-quality teas and lemonades are taking the beverage category by storm.² Refresh and delight guests by offering these attractive alternatives to typical carbonated soft drinks.

Up to **65%**

of consumers would like to try new flavors of green tea, black tea and lemonade³

More than **70%**

of consumers prefer beverages with no artificial sweeteners or high-fructose corn syrup¹

FOR THE LOVE OF LEMONADE

When it comes to beverages, lemonade is the top refreshing flavor⁴

87% of all consumers say it's important that their lemonade is appealing in color¹

TEA TIME

Fastest-growing flavors in fast casual⁵

**HIBISCUS,
MANGO,
PASSION FRUIT
& PEACH**

53%

of non-tea drinkers say they love the idea of a flavored tea and would purchase one⁵

More than **67%**

of consumers say green and black tea are energizing beverages⁶

Find the right mix of craft-quality teas and lemonades at nestleprofessional.us/beverage/flavored-tea-lemonade.

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¹Datassential Cold Beverage Tracker, 2017 ²Technomic Food-Away-from-Home Beverage Marketplace, 2017 ³Givaudan, 2018

⁴Givaudan Lemonade Flavor Insights & Optimization, 2017 ⁵Givaudan Tea Insights & Innovation, 2017 ⁶Givaudan Nestlé Tea Innovation, 2017

