

JUNE 2015

FoodBytes



NON-ALCOHOLIC BEVERAGES LATEST TRENDS AND MENU INSIGHTS

A TOPICAL TREND REPORT FROM



**Republic Brewing Co. | Republic, WA**

Republic Brewing is a brewery in rural Republic, WA, handcrafting beer, soda, and cider. The company's line of old-fashioned sodas include flavors like honey cranberry lime, vanilla cream, lemon drop ginger ale, grapefruit agave, and Roots & Bark root beer.

CHEERS!

Take a sip of our extensive insights on today's beverage landscape

There's no doubt that beverages play a key role in everyday life. Whether it's water, soda, sports drinks, or that morning cup of coffee, everyone can relate to non-alcoholic beverages. And beverages play a key role in the restaurant industry – virtually every restaurant offers at least one type of non-alcoholic beverage – making beverage insights valuable tools for operators across all segments. Datassential's latest MenuTrends Keynote Report outlines today's beverage landscape with the help of powerful data from our industry-leading MenuTrends database, opinions and insights from consumers, and data from operators.

This month's FoodBytes offers you a look inside this report, with key insights on what consumers are drinking and what operators are menuing. We find that, after tap water, brewed hot coffee is the most-consumed beverage on any given day. With the help of BUZZ, Datassential's comprehensive database of consumer tastes and behaviors in the coffee and tea category, we explore the types of coffee consumers are craving. Descriptors like "local" and "fair trade," along with country of origin have all been growing on coffee menus. The farm-to-table movement has certainly spread to beverages, with consumers becoming increasingly aware of where their coffee originated.

We also track beverages and flavors along Datassential's Menu Adoption Cycle (MAC), highlighting where non-alcoholic beverages currently fall in the life of a trend, and where they might be going. Discover the latest bone broth craze, the green juice movement, the craft soda revolution, and how operators are menuing seasonal coffee and tea flavors. And these flavor insights are actionable far beyond the beverage menu – see how operators are leveraging emerging beverage flavors like blood orange and lavender across the menu.

COFFEE IS KING



Blue Bottle Coffee | Oakland, CA (HQ)
 Oakland-based Blue Bottle Coffee defines the new generation of coffee shops which take the simple cup of brewed coffee to new heights, obsessing over every detail, from bean sourcing to roasting temperature to brew method. Last month the brand opened its first overseas location in Tokyo, where fans greeted the brand with lines so long that the wait stretched past four hours.



Kraft announced the new **McDonald's McCafe** line of packaged coffee is on track to become the biggest new product launch in the company's history.

BREWED COFFEE

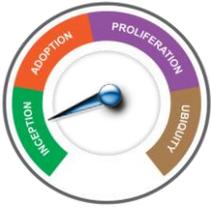
More than **40% of adult Americans drink coffee on any given day**, making brewed coffee the most consumed beverage after tap water. Roughly two out of three Americans drink hot brewed coffee. Hot brewed coffee is overwhelmingly consumed at home, but two-thirds of operators that offer non-alcoholic beverages offer hot brewed coffee. Consumers are becoming increasingly aware of coffee descriptors that suggest a premium offering: the words "local" and "fair trade" are among the fastest-growing coffee terms on menus – you'll find many operators who call out fair-trade sourcing to educate customers on why their coffee stands out.

SPECIALTY/ICED COFFEE

Espresso shots and cappuccinos are the most commonly offered hot specialty coffees. Growing in popularity are variations like Cuban espressos, "premium" drinks, and descriptors like "full-bodied." Iced coffee, which is not as widely offered as hot brewed coffee, is also a varied category that can offer operators check-boosting opportunities. While cold-brewed coffee is in Inception, it is quickly moving along the Menu Adoption Cycle, with brands like Starbucks having debuted its own variation in March. Other iced coffees gaining traction include Thai iced coffee and green coffee.



"Farmer direct" Iced Coffee at **Chick-Fil-A**.



TRACKING BEVERAGE TRENDS

Datassential's Menu Adoption Cycle (MAC) follows trends through a life cycle, from birth (Inception) to chef casuals/fast casuals adopting the trend (Adoption), to Proliferation in QSRs, and finally Ubiquity, when a trend appears across all segments. Here are some of beverages in every stage of the MAC:



INCEPTION: HOT & BONE BROTH/BOUILLON

Hot broth/bone broth, traditionally considered a food menu item, is now becoming a viable protein-rich beverage. Bone broth is just what it sounds like – a broth made from beef or chicken bones and vegetables simmered upwards of 24 hours. The umami-rich broth has been sold for as much as \$10 a pint by specialty bone broth companies, such as **Real Bone Broth**, pictured at left. New York's Brodo calls broth “the world’s first comfort food” – Chef Marco Canora’s take-out window operation sells only broth in varieties like Hearth (chicken, turkey, and beef). Customers can also customize the beverages with additions like Calabrian chili oil. While still an Inception-level beverage, 27% of consumers say they are interested in trying bone broth. Read more about the trend in this month’s issue of **On The Menu**.



ADOPTION: GREEN JUICES/SMOOTHIES

As of late, eating your vegetables is evolving into drinking your vegetables. Kale, spinach, and greens in general have all increased their presence on beverage menus. According to MenuTrends data, kale has increased more than 400% on beverage menus over the past four years, and greens overall have increased more than 130%. Green juices and smoothies are often accented with flavors like ginger, basil, or lemon. Jamba Juice’s **Greens ‘n Ginger** smoothie (at left) is a blend of lemonade, mangos, kale, peaches, and ginger puree. There are even entire juice bars and beverage concepts centered around green drinks. **Kale Me Crazy**, a Georgia-based juice company, offers a variety of cold-pressed juices with greens, like the **Kale Yeah!**, with kale, spinach, cucumber, apple, and lemon.



PROLIFERATION: CRAFT SODA

On any given day, about one-third of consumers will drink regular soda. Nearly 40% of Americans drink soda at least daily, despite the fact that some consumers are concerned about the unhealthy halo surrounding carbonated soft drinks. Among various attributes, consumers are most interested in beverages made with **premium ingredients** and **natural sweeteners**. Many craft cocktail bars now also serve premium non-alcoholic beverages and mocktails. House-made sodas can feature a variety of flavors, like lemon, lime, berry, ginger, and pomegranate. And consumers are also reaching for retail craft soda at home. Traditional soda companies like Pepsi are also embracing the craft soda movement – Pepsi’s **Caleb’s Kola** (at left) features cane sugar and kola nuts from Africa.



UBIQUITY: SEASONAL TEA & COFFEE FLAVORS

Pumpkin lattes, strawberry iced tea, minty Irish coffees... the list of seasonal beverages goes on and on. Seasonally-flavored beverages are now a staple in nearly every major chain, from peppermint-flavored coffees in the winter to pumpkin in the fall to strawberries and fresh fruit in the summer. Many coffee creamer manufacturers offer limited releases of flavored cream, such as **Gingerbread Latte** and **Eggnog Latte** from Coffee-Mate or **White Chocolate Raspberry** from International Delight. Seasonal coffee and tea flavors are also a high-ranking interest from consumers, with 35% of consumers saying they are interested in seasonal offerings. The use of fresh, seasonal flavors also easily translates to other parts of the beverage menu and even over to the food menu.

FLAVOR INSPIRATION

Insights from our *Non-Alcoholic Beverages Keynote report* aren't solely applicable to beverages – indeed, the trending flavors uncovered can easily translate to inspiration for other parts of the menu. The following are just three ingredients that have grown significantly on beverage menus in the past four years. Insights on matcha green tea, coconut water, ginger beer, pineapple, and spearmint are just some of the other ingredients profiled in our *Beverage Keynote report*.

BLOOD ORANGE



+328%

On Beverage Menus Since 2010



With its unique, vibrant color, it should come as no surprise that blood orange is often used to add brightness to a dish. Fresh blood orange supremes appear in salads, like the **Winter Chopped Salad** (left) with radicchio, fennel, and frisee from Big Grove Tavern in Champaign, IL. Operators have also used blood oranges as the base of a fresh vinaigrette or a sauce reduction.



Blood oranges taste similar to traditional oranges, but also have an added touch of sweetness and slight tartness from notes of raspberry. Blood orange is often showcased as a flavor in desserts, such as a blood orange ice cream or sorbet, or as a component in cakes, such as this **Blood Orange Vacherin**, paired with kumquat ice cream and pistachios, from A.O.C. in L.A.

LAVENDER



+58%

On Beverage Menus Since 2010



At Parfait Organic Artisan Ice Cream in Seattle, WA, lavender is used in the **Honey Lavender Macaron Ice Cream Sandwich**. Lavender and honey is a common flavor combination, found often in ice creams and desserts. Lavender is also paired often with classic dessert flavors like vanilla, lemon, and berry.



Lavender is mostly found in beverages and desserts, but there are savory opportunities as well. Lavender can also be found in herbes de Provence on meat, and is sometimes used in sauces, such as in the **Honey-Lavender Glazed Walleye** (left) at NoMi Kitchen in Chicago; or in a vinaigrette on salads.

POMEGRANATE



+44%

On Beverage Menus Since 2010



Pomegranate works well in both sweet and savory dishes, and here vibrant pomegranate replaces tomatoes in a **Pomegranate Bruschetta** from The Vineyard Restaurant in Madera, CA. During Madera's annual Pomegranate Festival, the restaurant holds three-course pomegranate dinners featuring dishes like **Korean Pomegranate BBQ Beef**.



After beverages, (both alcoholic and non-alcoholic), pomegranate is most highly-menued as an ingredient in a salad appetizer. Here, pomegranate is used in Native Foods Café's **Broccoli, Pomegranate, and Orange Salad**. In addition to salad, you'll also often find the fruit made into sauce reductions and vinaigrettes.

Datassential Releases
Next MenuTrends Keynote Report

Non-Alcoholic Beverages

Datassential is proud to release the next report in the new MenuTrends Keynote series delving into non-alcoholic beverage behaviors and trends. MenuTrends Keynotes combine the extensive detail of MenuTrends with the opinions and behaviors of over 1,000 consumers nationwide and insights from hundreds of operators from Datassential's OPERA panel, the industry's largest with over 30,000 restaurant, retail and on-site operators.

DISCOVER ALL OF THE FOLLOWING INSIGHTS ON NON-ALCOHOLIC BEVERAGES:

- **Details on the current beverage landscape** - what types of non-alcoholic beverages consumers are drinking and when they are consumed at-home and away-from-home (varieties, motivations, meal part, and frequency)
- **Beverage drivers and barriers both at-home and away-from-home** – as well as beverage perceptions, selection criteria, and flavor affinity
- **Extensive menu detail** – covers top beverage varieties, unique beverages, and menu adoption cycles for each beverage, with fastest-growing ingredients and flavors
- **Flavor deepdives** - extensive detail on top trends by segment, region, generation and more. Also includes beverage Mega Trends, seasonal flavors, and a spotlight on trending ingredients
- **Operator usage detail** - which products and formats operators are using, brand importance for those formats, and brands that operators offer
- **Beverage opportunities** - products, flavors, and platform innovations for foodservice and retail beverage consumption

**MenuTrends Keynote Reports are priced at \$6,500 per topic.
Discounts are available with the purchase of multiple topics.**

MENUTRENDS
KEYNOTE REPORTS

For questions or to purchase the report
please contact Brian Darr at 312-655-059
or brian.darr@datassential.com

TOPICS COVERED IN LAST MONTH'S **TRENDSPOTTING REPORTS**



ON THE MENU

In our May issue of **On The Menu** we discovered how restaurants were taking inspiration from international dishes like Korean bulgogi and the popular tapas dish patatas bravas. We also covered Thai basil, New Orleans po' boys, olives, and pecans. And in our coverage of new menu items and LTOs, we looked at restaurants that have added quick lunch service programs and a variety of new offerings.

UPCOMING: We cover bone broth, mango, shishito peppers, wood-fired vegetables and meat, and more.



DINE AROUND: CHICAGO

In this special NRA edition of **Dine Around**, we traveled to Chicago, a city brimming with innovative new restaurants. We took you on an immersion tour highlighting restaurants that have opened in the past year, including Korean-American focused Parachute, Basque-inspired mfk, and many more. Also check out a directory of Chicago's many fast casual concepts.

UPCOMING: We travel to the island of Nantucket, Massachusetts.



INTERNATIONAL CONCEPTS: BRAZIL

In **International Concepts**, we took you to Brazil, the largest country in South America. The diverse country includes a variety of restaurant concepts, ranging from Brazilian steakhouses to esfiha (Middle Eastern pizza)-focused chains. We also debuted new consumer survey data to International Concepts. Find out what consumers think of items found at operators in Brazil.

UPCOMING: We check out the chain restaurant scene in Taiwan.



CREATIVE CONCEPTS: HANGOUTS

In **Creative Concepts**, we took readers on a trip filled with fun, food, and games at the country's most trend-forward hangouts and experiential restaurants. We looked at beercafe concepts serving craft beer and food from local food trucks alongside classic arcade games, family fun centers, and much more. Also find out what activities consumers are most interested in.

UPCOMING: We visit the country's most innovative, modern ice cream parlors.

NEVER MISS OUT ON A TREND!

Contact **Maeve Webster** at **312-655-0596** to subscribe to Datassential's entire TrendSpotting Report series.

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Datassential's TrendSpotting Reports combine the art of spotting food trends with the science of market research, so you are always up-to-date on the trends that matter to your business, from ideation to marketing to competitive analysis. And, by subscribing to the full TrendSpotting package, you'll put it all into context by understanding the overall trend landscape, from sauces to spices, carriers to proteins, beverages to desserts.



ON THE MENU analyzes flavor and ingredient trends from across the trend cycle, from consumer awareness and interest to menu examples that put trends into context. Plus, we gather and examine important LTOs and new menu items from chains across the country.

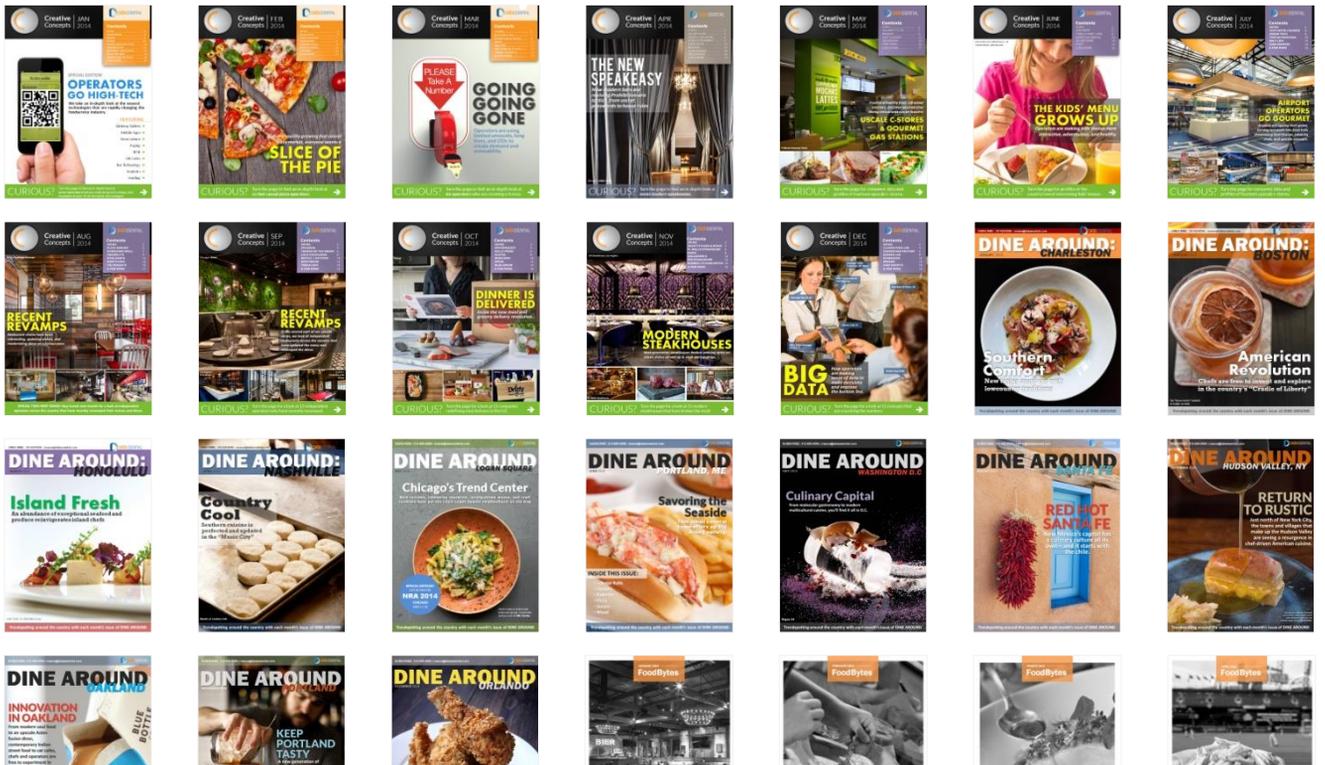
INTERNATIONAL CONCEPTS, our newest TrendSpotting Report, highlights chain activity around the world – these are the in-demand, up-and-coming flavors, concepts, and trends that are often adapted for the U.S. market.

DINE AROUND takes you on a TrendSpotting tour of a city or neighborhood, so you are always in-the-know on local food trends and how they fit into the overall food landscape, all combined with Datassential's industry-leading market research tools, including MenuTrends and Firefly.

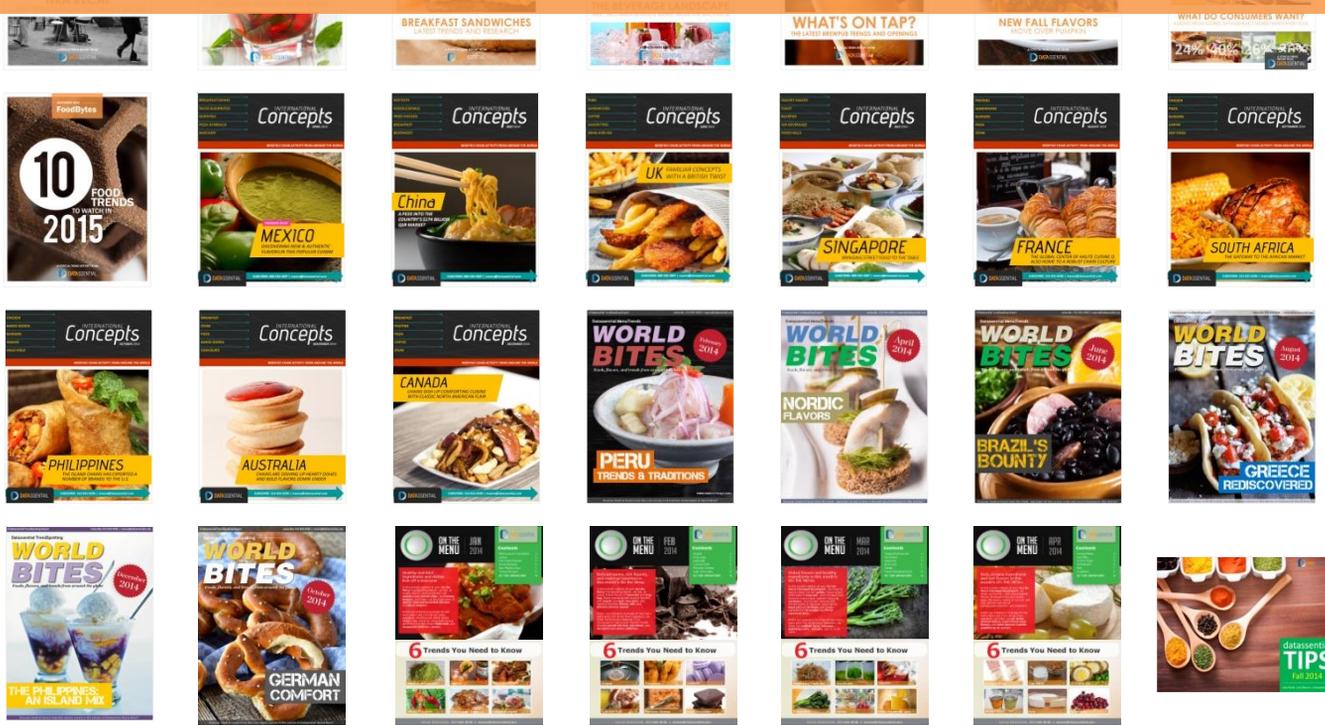
WORLD BITES brings you authentic dishes and ingredients from around the globe, each one packed with consumer survey data and U.S. menu examples – a must for product ideation, menu development, and marketing.

CREATIVE CONCEPTS makes it easy to understand how hot flavors, ingredients, and concepts fit into overall industry trends. Each month takes you across the country and into the establishments that are defining the industry.

To begin your TrendSpotting subscription, contact Datassential Senior Director Maeve Webster at 312-655-0596 or maeve@datassential.com.



SOMETHING FOR EVERY IDEATION AND MARKETING NEED.





A MAJORITY OF CONSUMERS SAY THEIR TASTES ARE SHAPED BY THEIR RESTAURANT EXPERIENCES

What's happening on the menu today can be a leading indicator of tomorrow's food trends.

Datassential MenuTrends is the industry's largest menu data set with the longest historic trend record, plus the ability to search millions of dishes from over 100,000 menus. Because the database is designed to mirror the US restaurant census by segment, region, and menu type, MenuTrends is the only system that offers true projectable data. All segments and cuisine types are tracked extensively – from food trucks to fine dining.

MenuTrends INSIDER is also updated every month with Limited Time Offers (LTOs) and other new menu activity, with product photos that bring the listings to life. And with thousands of ready-to-use reports and simple trend detection tools, you can jump right into the database, identifying, measuring, and predicting the food and flavor trends that matter to your business.

Call us today to begin using the food industry's authoritative resource for flavor trends.

Call Jana Mann at 312-655-0595 or email jana.mann@datassential.com.

VICHES

am or Housemade Pork Sausage Pat
n's Bacon and Egg.....

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ANDWICHES

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