

# TRENDS

## TO KNOW

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### GET CREATIVE WITH ON-TREND COLD COFFEE

#### THE TREND

When you think of cold coffee, iced coffee and cold brew are probably top-of-mind, and rightfully so, as Datassential's *Cold Coffee Inspiration Report* reveals that those are the most popular types of cold coffee on menus. Within the cold coffee category, global concepts like Thai iced coffee (made with strong coffee, sweetened condensed milk, and evaporated milk or cream) are also on the rise, and notably, some of the fastest-growing ingredients and flavors for cold coffee include oat milk (up 983% over the past 4 years), whole milk (up 126%), plant-based milk (up 83%), and globally-inspired Mexican horchata (up 77%). Also take social media into consideration and how viral concepts like dalgona coffee (also known as whipped coffee and pictured here) made simply with hot water, instant coffee, sugar, and milk could stand out as a cold coffee option on menus.

## DAIRY REPORT

Cold coffee has proliferated, with cold brew and iced coffee dominating non-alcoholic beverage menus at major chains. Cold foam is a more recent innovation to come on the scene as a topping option for cold coffee, adding another layer of flavor and interest. Dairy, of course, plays a quintessential role in cold coffee, with whole milk, half and half, and cream all still growing on coffee menus. Plant-based milks are also trending, and oat milk is one of the fastest-growing options. Familiar flavors like salted caramel and cocoa are seeing solid growth in the cold coffee space, too, along with globally-inspired flavors like horchata.

## MENU INSPIRATION

### BROWN BUTTER CARAMEL CREAM COLD BREW WITH COLD FOAM

Tim Hortons

| Toronto, Ontario, Canada (HQ)

Sweet and salty brown butter flavor with the indulgent velvety smoothness of caramel.

### BOLD N BLENDED COLD BREW

Jamba | Atlanta, GA (HQ)

Oat milk frozen dessert cold brew coffee with organic agave.

### HORCHATA CREAM COLD BREW COFFEE

Coffee Bean and Tea Leaf

| Los Angeles, CA (HQ)

Inspired by the Mexican horchata flavors of rice milk and cinnamon, this drink is blended with cold brew and topped with a cream cap.

### BLUEBERRY DONUT ICED COFFEE WITH SWEET COLD FOAM

Dunkin' | Canton, MA (HQ)

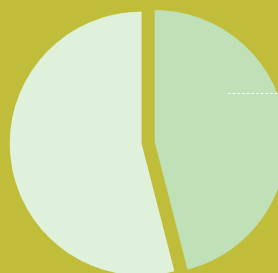
Iced coffee with the flavors of blueberry and sweet pastry dough, topped with sweet cold foam.

### PUMPKIN ICED CRAFTED PRESS

Caribou Coffee | Minneapolis, MN (HQ)

Cold-brewed coffee with a splash of milk, real sugar, and a hint of real pumpkin purée.

## DATA FILE



46%

OF CONSUMERS  
LOVE OR LIKE COLD  
BREW COFFEE

*Datassential Consumer Preferences Platform*

## TREND STAGE

## UBIQUITY



Although cold coffees like cold brew and iced coffee are Ubiquitous concepts, there are trending flavors and varieties that are in earlier stages of the Menu Adoption Cycle (MAC) that are adding interest to the cold coffee category – think seasonal options like iced pumpkin spice lattes, social media sensation dalgona coffee, or toppings like cold foam (the latter of which is up 1,027% on non-alcoholic beverage menus over the past 4 years, according to Datassential Menu Trends).

Cold coffee isn't just a summertime offering. Many operators are offering cold coffee year-round, and younger generations are continuing to gravitate to it. Get creative with cold coffee flavors (horchata cold brew, anyone?), top cold coffee with on-trend cold foam, capitalize on trending plant-based milk options like oat milk, and lean into seasonal flavors like pumpkin to maintain consumer interest.

# KEY TAKEAWAY