

# TOP TRENDING COFFEE FLAVORS

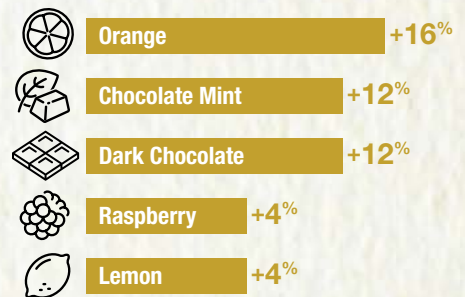


35%

of consumers are **more interested in trying new flavors** in their coffee now than they were in 2016.

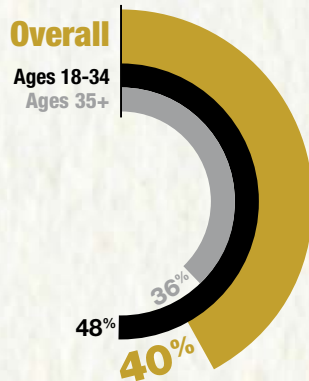
To engage clientele, foodservice operators at business and industry facilities should offer classic and specialty coffees as well as pairing trending flavors using syrups and add-ins. **Here's what's hot.**

## Fastest-growing flavors paired with coffee:<sup>1</sup>



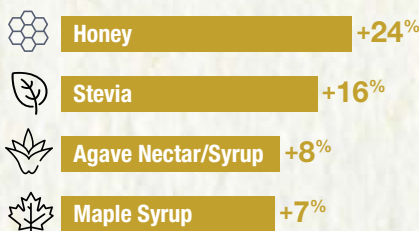
Consumers, especially 18-34-year-olds, are demanding alternatives to dairy, such as almond milk, soy milk, oat milk, coconut milk, cashew milk and hemp milk.

*"I expect coffee cafes to offer dairy-free alternatives for coffee."<sup>4</sup>*

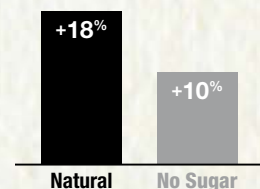


Coffee lovers are turning to healthier choices when it comes to the usual sugar and milk.

## Top choices among non-sugar, natural sweeteners:<sup>2</sup>



## Fastest-changing healthy claims on menus:<sup>2</sup>



**Segafredo**  
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<sup>1</sup>Technomic's Ignite menu data

<sup>2</sup>Technomic's 2018 Healthy Eating Consumer Trend Report

<sup>3</sup>Technomic's 2018 Beverage Consumer Trend Report

<sup>4</sup>Technomic's 2018 Bakery and Coffee Cafe Consumer Trend Report