

FROZEN BEVERAGES HEAT UP MENUS



Frozen beverages present great opportunity for restaurants: They're unique and delicious, and they're versatile—they can be healthy or indulgent, boozy (or not) and more.

HERE'S SOME TIPS FOR BUILDING A SUCCESSFUL DRINK PROGRAM:

70% of consumers order a beverage when they dine out

Younger consumers drive traffic of frozen drinks:

SPECIALTY DRINKS ARE CRUCIAL

54% say they're more likely to purchase a **handcrafted/housemade beverage**

INCREASED IMPORTANCE ON MENUS

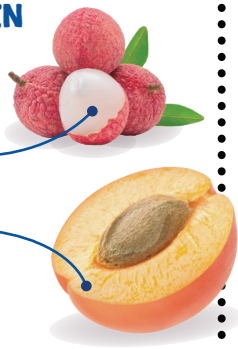
30% of consumers are **purchasing frozen beverages more now** than they were two years ago

CATERING TO YOUNGER DINERS

1 out of 2 Gen Zers say they think restaurants should offer **greater beverage variety**

TRENDING FROZEN DRINK FLAVORS:

- Lychee
- Date
- Ginger
- Vanilla bean
- Apricot
- Chocolate ganache



52% of consumers want **photos of drinks** on the menu



40% of consumers 18-34 say their **beverage preferences change depending on time of year**, leading to increased interest in frozen drinks during warm months, for instance

TOP 5 GROWING SPECIALTY DRINKS:

5

1 SPECIALTY COFFEE

2 SHAKES & FLOATS

3 JUICE

4 NON-CARBONATED

5 FROZEN DRINK OR SLUSHY