

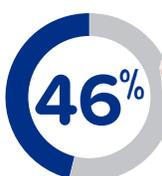


# MILLENNIAL AND GEN Z CONSUMERS WANT BEVERAGE VARIETY!

LEARN WHAT THEY WANT TO SEE ON YOUR MENU



## AWAY-FROM-HOME DRINK HABITS OF 18-34 YEAR OLDS



purchase a drink away from home at least **once a week**



purchase a drink away from home **4-5 times per week**



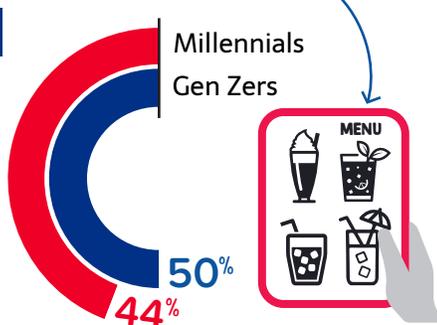
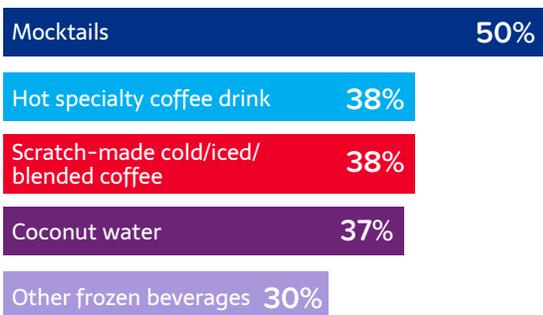
Tap into this high frequency purchase by offering items they want to drink!

What are younger consumers **purchasing more of now** than 2 years ago?

Both Gen Zers and Millennials want **greater beverage variety** on menus

# 39%

of 18-34 year olds like to try **new and unique beverages** at restaurants



## TRENDING DRINK FLAVORS

Include These Trending Flavors On Your Menu

### NON-ALCOHOL BEVERAGE

Passionfruit (+12%)

Ginger beer (+11%)

Lime juice (+9%)



### ALCOHOL BEVERAGE

Milk (+10%)

Lavender (+8%)

Absinthe (+7%)

