

THE TREND ALERT

RED
DIAMOND
COFFEE & TEA



Getting to know today's tea lover.

According to a 2019 Tea Association survey, 159 million Americans drink tea on any given day. That translates to over 3.8 billion gallons of tea every single year! So, it's easy to see why tea is the world's most consumed beverage after water.



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CONSUMERS
ENJOY TEA

REQUEST A FREE SAMPLE AT
REDDIAMONDBEVSERVICE.COM/GENTEA

Setting their sights on satisfaction.

They're the people who make tea their beverage of choice. Anytime. Anywhere. No matter their age. No matter their lifestyle. They're Gen Tea. And discovering and satisfying their tea cravings can mean bigger profits for your operation. That's where Red Diamond comes in. We're experts on the most recent consumer insights and trends to help you meet their specific tea needs today.



GENERATIONAL SNAPSHOTS



MILLENNIALS AND GEN Z CONSUMERS:

- Are moving away from artificially flavored drinks and sodas
- Look for drinks like tea that are "good for you"
- Seek clean label, sustainability and ethical sourcing

Source: Progressive Grocer



GEN X AND BABY BOOMER CONSUMERS:

- Appreciate the purported health benefits of tea
- Find tea appealing to boost their mental clarity
- Like that tea may slow down the aging process

Source: The Chinese Academy of Science



Reading the tea leaves

INSIGHTS FROM CHEF MYK BANAS

One of our favorite chef associates, Chef Banas, sat down with Red Diamond to share his insights on what's brewing in the tea business.

TEA is increasingly becoming more popular and is able to be enjoyed all day. In part, this trend is occurring due to the appeal of new and unique flavors.

KNOWING your particular customers' tastes is important to boost sales. Obviously, if you are in the South, sweet tea will be a big seller, while non-iced teas and specialty tea drinks will perform better in coffee and tea shops.

WHAT'S TRENDING is creating even more interesting beverages with tea as a base. Serve up unique cocktails and mocktails by adding unexpected and interesting flavors and syrups. These head-turners can really influence sales.



BIG IDEAS FOR EVEN BIGGER PROFITS

Creative merchandising ideas can help attract both new and regular customers. Red Diamond offers you the following tactics you can employ to boost engagement and interest.



MERCHANDISING IDEAS

- 🌿 Promote the artisanal nature of tea by offering a fun and descriptive “tea menu,” similar to a “wine menu”.
- 🌿 Create “tea flights” to allow customers to sample before they choose.
- 🌿 Consider attractive in-store signs and graphics that create interest.
- 🌿 Outside your store, place eye-catching teasers and window clings.
- 🌿 Tea is a visually appealing drink. Add a photograph of your flavored tea or mocktail to your tabletop menu holder or display.

HEALTHY CAN BE SWEET

Today’s tea drinkers are looking for healthier sweetener alternatives for their drinks.¹ Consider offering these consumer options.

- 🌿 87% PREFER USING STEVIA
- 🌿 75% WANT TO USE AGAVE
- 🌿 70% USE HONEY
- 🌿 36% ADD DEMERARA

Spice up interest

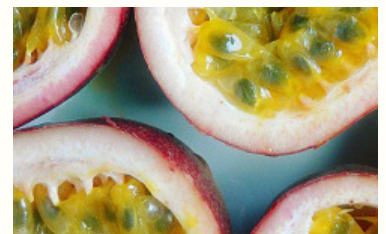
Tea lovers are always craving something unique or different.² Start with our premium tea, and add these popular newcomer flavors for added menu appeal.



SPICES SUCH AS
GINGER AND TURMERIC



FRUIT/FLORAL COMBINATIONS SUCH
AS BLACKBERRY AND LILAC



EXOTIC FRUITS SUCH AS
PASSION FRUIT AND BERGAMOT

RED DIAMOND RECIPE CORNER



TEAGARITA:

TEAGARITA INGREDIENTS:

- 2 oz silver tequila
- 1 oz triple sec
- 3 Tbsp freshly squeezed lime
- 3 oz sweetened tea concentrate (below)
- Ice
- Lime wedge

SWEETENED TEA CONCENTRATE:

- ½ cup Red Diamond Tea®
- ½ cup agave nectar
- 2 cups boiling water

For the sweetened tea concentrate, combine boiling water and tea, and then turn off the heat. Let the tea steep for 10 minutes and strain out the tea leaves, keeping the liquid; sweeten with agave. When assembling the Teagarita; combine the sweetened tea concentrate with tequila, triple sec and lime juice. Shake the mixture with ice in a shaker, and pour through a strainer into a glass. Garnish the Teagarita with a lime wedge, and sip away.

HOT ORANGE-FENNEL TEA:

FENNEL SYRUP INGREDIENTS:

- 1 cup water
- ½ cup granulated sugar
- 1 cup fennel (sliced, trimmings)

HOT ORANGE-FENNEL TEA:

- 10 oz Red Diamond Tea® (freshly brewed and hot)
- 1 oz fennel syrup
- 1 Tbsp freshly squeezed orange juice
- Fennel frond, for garnish

To make the fennel syrup, combine all ingredients of water, sugar and fennel in a saucepan on a stovetop. Simmer to reduce the water by ¾, and strain out the fennel. Cool this syrup, and save on the side. Combine with the fennel syrup and freshly squeezed orange juice. Garnish with the fennel frond, and stay cozy.



Expect Perfection.®

THE QUALITY AND TASTE GEN TEA-ERS LOVE

When you partner with Red Diamond, you're not just getting some of the very best coffee and teas available. You're also getting a company that offers the insights, innovations and expertise to help ensure that your customers always enjoy the perfect beverage experience. Contact us at REDDIAMONDBEVSERVICE.COM or call 800-292-4651.