



THE TREND ALERT

BOOSTING BEVERAGES

JANUARY 2023

PRACTICE MAKES PERFECT

When it comes to the beverage sales success of your operation, it all starts with your staff. They're the face of your business and properly educating them about your offerings is critical to helping them upsell your products and boost your sales. In this issue of The Trend Alert, get the inside info you and your staff need to promote your beverage program and drive sales with confidence.

LEARNING OPPORTUNITIES

Having a staff that is friendly, welcoming, and knowledgeable is of the utmost importance. Try these tips and tricks to always ensure that your team is well prepared.

☛ **Serve Your Staff**

When introducing new products, or when training new hires, treat your staff to coffee & tea drinks to help them more easily describe flavors to customers.

☛ **Basic Training**

Prepare a "cheat sheet" that provides your servers with an informational resource they can refer to on the basics of the coffee & tea you serve.



☛ **Something for Everyone**

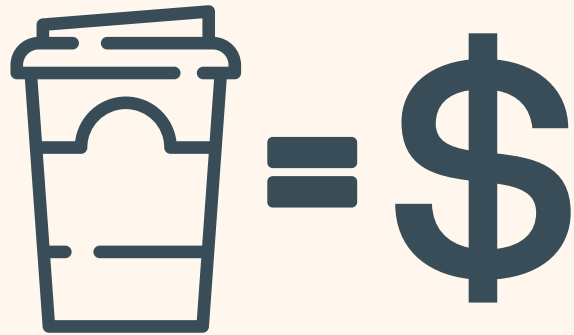
Teach your waitstaff about drinks that are popular across different demographics and age groups to help them provide recommendations and ideas that are on-trend and craveable for every kind of customer.

☛ **Fresh Opportunities**

Balance everyday staples by training your staff to share the latest specialized or seasonal LTO drinks that your operation offers.

RESTAURANT TIPS AND TRICKS

Merchandising ideas that will both help your customers discover new ways to love coffee and tea and maximize your beverage sales



- **Exclusive Offerings**
Offering drinks that are less likely to be prepared at home and are exclusive to your operation is a great way to drive sales and build a long-term customer relationship.
- **More to Love**
Bundling your drinks with additional offerings like a handheld snack or a coupon with a to-go order, is a great way to help further increase sales!
- **Story Time**
Include product stories and tasting notes on your coffee & tea menu to better educate patrons on where their drinks came from and taste like.
- **The Easy Option**
Offering customizable condiments, such as sweetener alternatives like agave and monkfruit or plant-based milks like almond or oat, is a great way to connect with your customers (especially younger demographics).

LEARN MORE ABOUT
GENERATIONAL
TRENDS HERE

C-STORE TIPS AND TRICKS

Red Diamond has you covered with the ideas and inspiration you need to help drive sales and make your c-store's beverage program perfect!

Play with a Full Deck

Include counter cards that offer coffee & tea flavor descriptions. This is a great way to entice new customers to add on a beverage to their visit or encourage existing customers to try something new.

Best Brew Practices

Indicate on the sales counter when coffee & tea were last brewed. The perception of freshness regarding your brewed beverage offerings is an easy way to build trust with your customers, increase purchase consideration and ensure repeat visits to your store.

Keep Your POS Fresh

Fun, informational and up-to-date POS materials can go a long way toward boosting your beverage sales. Make sure to refresh indoor signage and add outdoor signage often at all high-traffic areas, including the pump, windows and checkout counter.



"SIGNS" OF THE TIMES



Digital signage

rated an average **4** on a scale of **1 to 5** in importance to c-store customers.

76 Percent

Nearly 76% of consumers (8 in 10) said they had entered a store or business they had never visited before based simply on its signs.

PERCENT OF CUSTOMERS
THAT STOPPED ON IMPULSE
BECAUSE OF SIGNS

45
Percent

Service Stations

40
Percent

Convenience
Market

40
Percent

Fast Food

Source: Alix Partners Convenience Store Customer Survey

RED DIAMOND RECIPE CORNER

HONEY-LAVENDER CAFÉ AU LAIT



INGREDIENTS

Honey-Lavender Syrup

- 1 cup honey
- 1 cup water
- 2 tablespoons culinary dried lavender

Café Au Lait

- 2 cups strongly brewed coffee prepared using High Altitude™ Papua New Guinea
- 2 cups steamed milk
- 1/4 cup prepared honey-lavender syrup
- 1/2 teaspoon vanilla extract

DIRECTIONS

1. Combine honey and water in small saucepan, and bring to boil; cook for 1 minute over medium heat.
2. Stir in dried lavender, steep 30 minutes, and strain. Store refrigerated up to 2 weeks.
3. Pour syrup into milk before steaming.
4. Combine coffee, milk and vanilla in mug.

PINEAPPLE-PEACH TEA COOLER



INGREDIENTS

- 2 cups ice
- 1 cup prepared Peach Simple Sweet Tea™
- 1/3 cup pineapple juice
- 1 tablespoon corn syrup or 2 tablespoons/pumps simple syrup

DIRECTIONS

1. Blend all ingredients in high-powered blender until smooth, and pour into glass garnished with sliced pineapple and pineapple leaves.

**DISCOVER MORE
RED DIAMOND
RECIPES HERE**

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Expect Perfection.®

WITH RED DIAMOND, TRAINING IS A TEAM EFFORT

When you partner with Red Diamond, you're not just buying exceptional coffee & tea, you're getting a partner who provides you and your staff with the access to the insights, expertise, innovations and trends that will help you craft the perfect beverage experience for your customers.