

# BEYOND<sup>®</sup>

THE BEAN

FORWARD THINKING IN DRINKING

## A TASTE OF WINTER 2022

BEVERAGE BENCHMARKING REPORT



# BENCH MARKING WINTER 2022

## COMPANIES REVIEWED

Boston Tea Party

Bubbleology

Dunelm

COSTA

★ PRET ★

Tim Hortons

MUFFIN  
BREAK

CAFFÈ  
NERO

ESQUIRES  
COFFEE

GREGGS

JOHN  
LEWIS

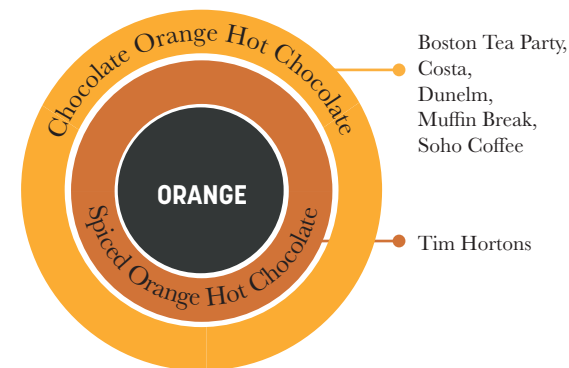
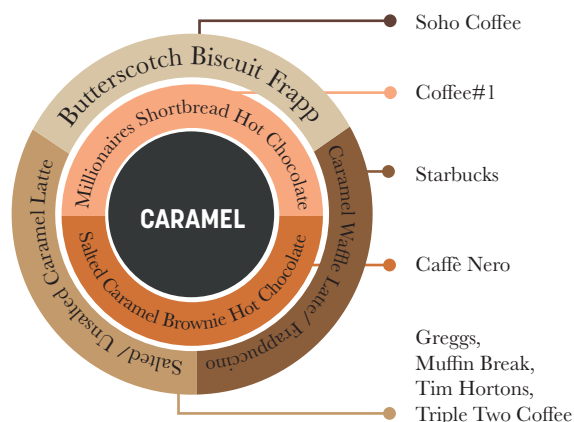
SOHO  
COFFEE CO.

Waitrose



Coffee#1

## 2022 THEMES



## 2022 TRENDS

### FLAVOUR TRENDS 2020-2022

Rank	2020	2021	2022
1	Caramel	Gingerbread	Gingerbread
2	Gingerbread	Toffee/ Caramel	Caramel
3	Hazelnut	Mint	Orange
4	Mint	Orange	Nuts
5	Orange	Honeycomb	Spiced

### EMERGING TRENDS

Utterly Indulgent	Nuts About Nuts	Ice Ice Baby
Consumers continue to seek out inexpensive treats, over larger purchases - known as the lipstick effect, despite decade high inflation.	Nut brittles have popped up on many winter dessert menus and in seasonal confectionery, particularly pecan and peanut.	Iced beverage consumption is increasing all year round. 45% of consumers under 30 who consume iced beverages, purchase them weekly.*
Maximise indulgence through drinks presentation, including cream, toppings and stylish glassware.	Nut profiles are predicted to be a top flavour in coffee drinks.*	17% of drinks on UK Winter coffee shop drink menus are iced beverages.**

\* Innova 2021

\* Allegra World Coffee Portal

\*\* Beyond the Bean Winter Benchmarking 2022

**IN NUMBERS:** 17 Stores visited | 40 Drinks tasted | 6 Campaigns reviewed

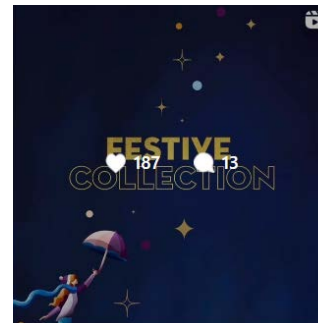
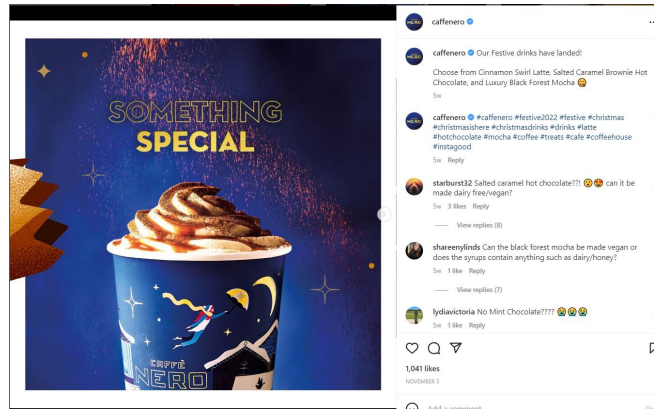


# CAFFE NERO

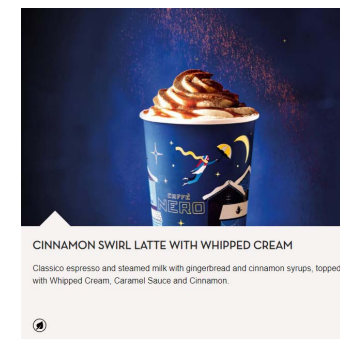
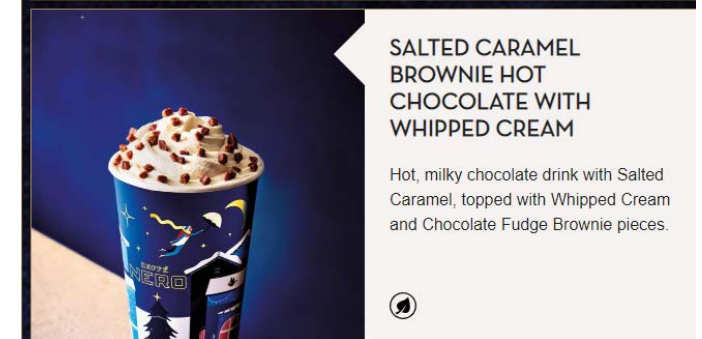
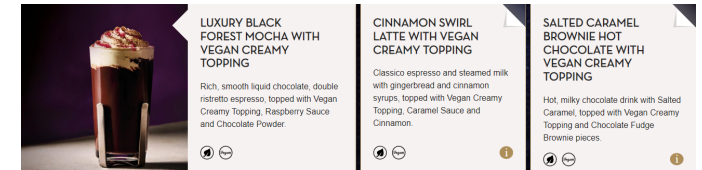
## Website



## Social Media

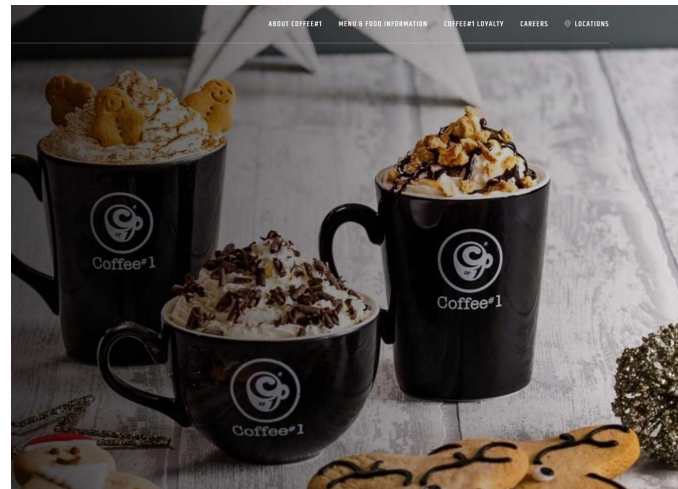
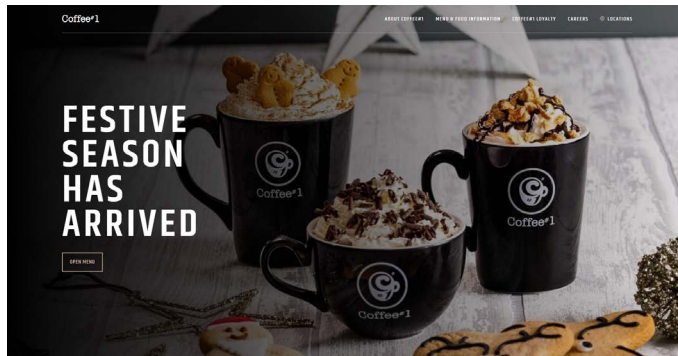


## Drinks

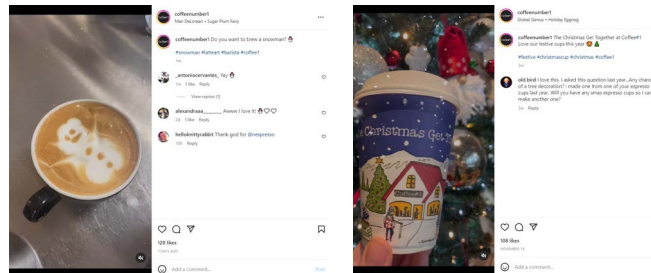


# COFFEE#1

## Website



## Social Media



## Drinks

DRINKS

GALLERY

### COFFEES

House blend, seasonal or decaf. All our coffees can be served cold, either blended or poured over ice.

Latte 16.75cal / 160kcal	Americano 24kcal / 57kcal
Cappuccino 100kcal / 175kcal	Caramel Macchiato 220kcal / 260kcal
Flat White 95kcal	Macchiato 21kcal / 57kcal
Espresso - Single 5kcal	
Espresso - Double 10kcal	

### FILTER COFFEE

All of our coffee beans are 100% Arabica

Brazilian 10kcal
Indian 10kcal

### HOT CHOCOLATE

Hot Chocolate 24.75cal / 160kcal
White Chocolate 270kcal / 110kcal
Hot Chocolate Deluxe 390kcal / 440kcal
White Hot Chocolate Deluxe 412kcal / 507kcal

### MOCHAS

Mocha 24kcal / 57kcal
White Mocha 270kcal / 110kcal
Mocha Deluxe 237kcal / 444kcal
White Mocha Deluxe 353kcal / 444kcal

### KIDS

Babychoc 15kcal
Babyccino 10kcal
Babyshake 95kcal

### TEA

Pot of loose leaf tea.

English Breakfast 15kcal
Decaf Breakfast 15kcal
Earl Grey 15kcal
China Green Sencha 15kcal
Peppermint 15kcal
Red Berry 15kcal

### ICED TEA

Watermelon Iced Green Tea 15kcal / 150kcal
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### SPECIALITY DRINKS

Spiced Chai 24kcal / 60kcal
Hot Apple & Cinnamon 16.25cal / 154kcal
Turmeric Latte 11kcal / 175kcal
Matcha Latte 14kcal / 177kcal

### DELICIOUS ICE-BLENDS FOR SERIOUS INDULGENCE

Strawberry 36.75cal / 440kcal
White Chocolate Mint 40kcal / 525kcal
Chocolate 36.75cal / 440kcal
Caramel 175kcal / 453kcal
Espresso 175kcal / 453kcal
Mocha 162kcal / 483kcal
Coconut 32.75cal / 107kcal
Salted Caramel Banoffee Frappe 420kcal / 1119kcal

### ICE COLD-BLENDS FOR ULTIMATE REFRESHMENT

Pina Colada 23kcal / 161kcal
Summerset 162kcal / 221kcal
Pip-Me-Up 162kcal / 221kcal
Raspberry & Mango Smoothie 162kcal / 221kcal
Supergreen 175kcal / 453kcal
Blueberry Thrill 20kcal / 242kcal

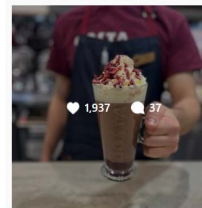
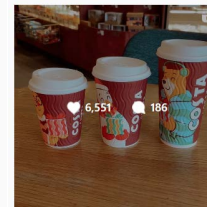
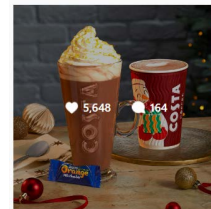
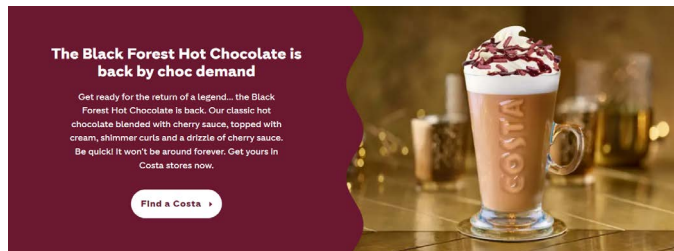
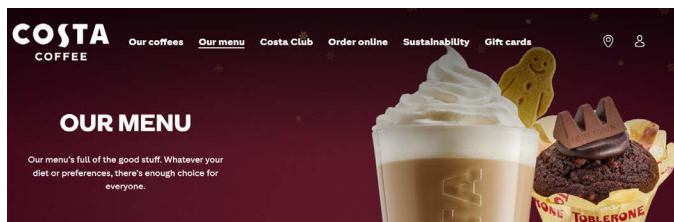
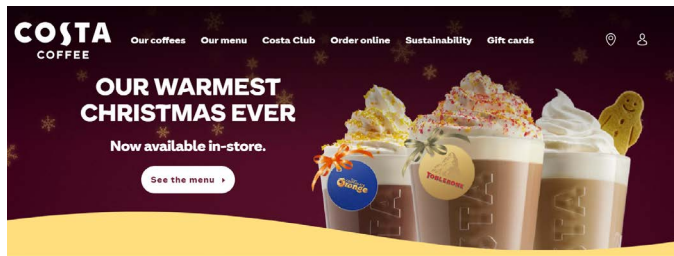
### ICED LATTE

Iced Latte 15kcal / 150kcal
Iced Mocha 24kcal / 150kcal

### EXTRAS

Espresso Shot 5kcal	Oat Milk 10kcal / 100kcal	Vanilla 78kcal
Marshmallows 27kcal	Coconut Milk 15kcal / 100kcal	Ginger 78kcal
Whipped Cream 17kcal	Soya Milk 64kcal / 100kcal	Hazelnut 78kcal
Vegan Cream 18kcal		Coconut 5kcal
		Mint 14kcal
		SFV 2kcal
		SFV 5kcal





## Seasonal favourites



Black Forest Hot  
Chocolate & Cream



Latte Inspired by  
Toblerone® & Light Dairy  
Swirl



Hot Chocolate Inspired by  
Toblerone® & Light Dairy  
Swirl



Gingerbread & Cream Latte



Terry's Chocolate Orange®  
Hot Chocolate & Light  
Dairy Swirl

# COSTA



## New Christmas Menu

No more waiting. No more wishing. It's officially Pret Christmas Sandwich season (hooray!). Reunite with your festive favourites including our Pigs In Blankets Roll and Christmas Lunch Baguette or try our delicious new recipes; Hog Roast Mac & Cheese and Festive Falafel & Squash Granary.

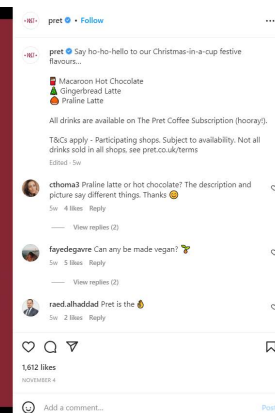
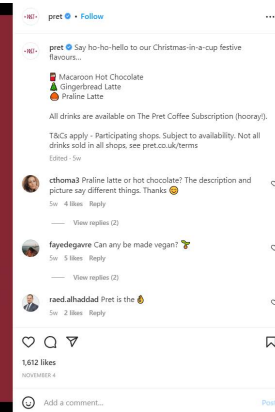
[VIEW MENU](#)



## Generous Helpings

This festive season, for every Christmas Lunch Sandwich, Festive Falafel & Squash Sandwich and Hog Roast Mac & Cheese sold 50p will be donated to [The Pret Foundation](#) to help them tackle hunger, poverty and homelessness in the UK.

[Find out more](#)



Macaroon Hot Chocolate



Gingerbread Latte



Praline Latte



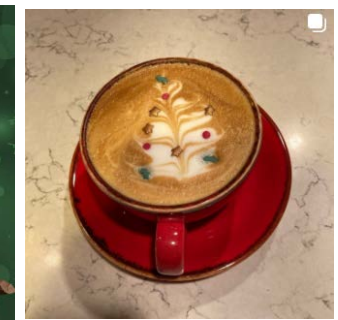
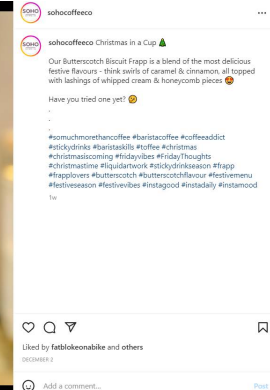
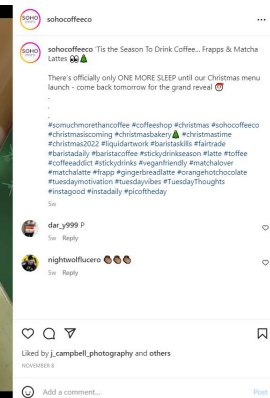


# SOHO

Website

Social Media

Drinks



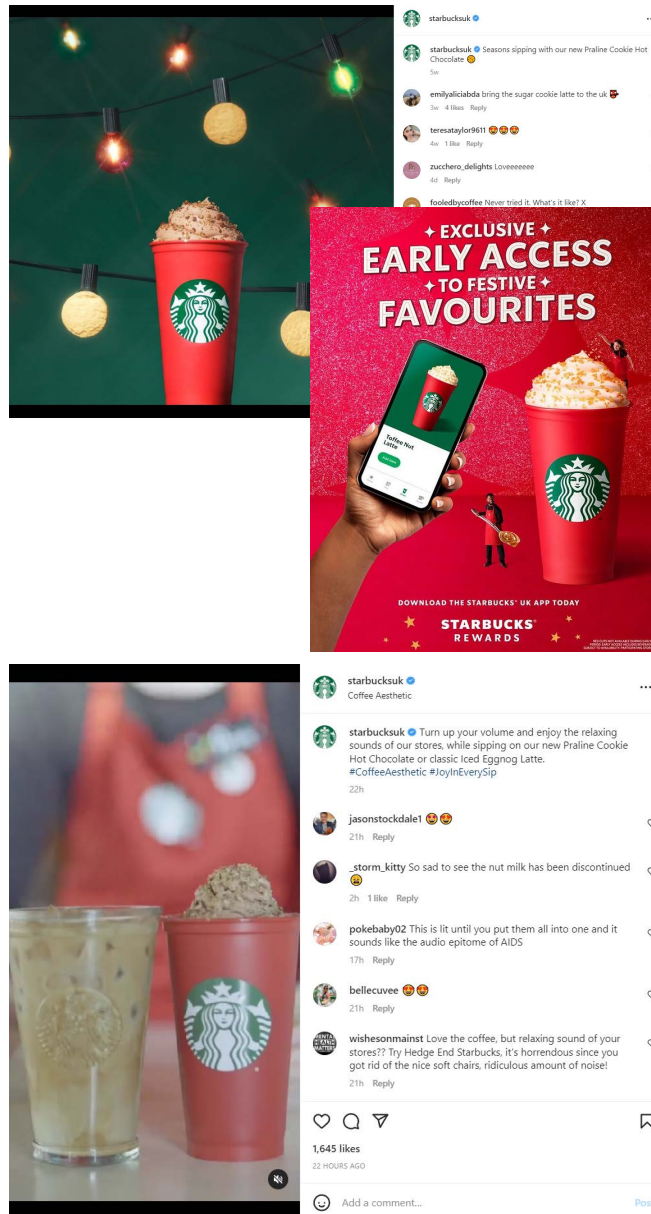
**SOHO**  
- est 1999 -  
COFFEE CO.

# STARBUCKS

## Website



## Social Media



## Drinks



Toffee Nut Latte



Caramel Waffle Latte



Gingerbread Latte



Praline Cookie Hot Chocolate



Iced Toffee Nut Latte



Iced Gingerbread



Iced Eggnog Latte

