

# BEYOND<sup>®</sup>

THE BEAN

FORWARD THINKING IN DRINKING

## A TASTE OF WINTER 2022

BEVERAGE BENCHMARKING REPORT

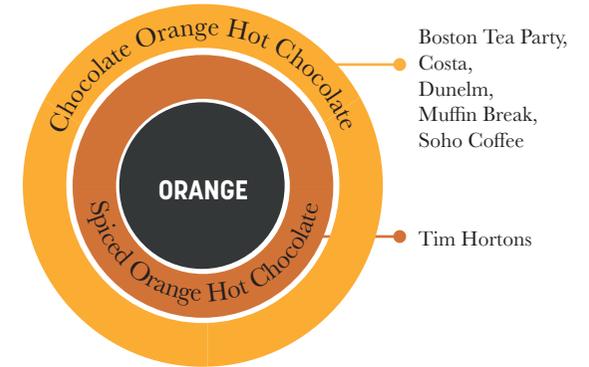
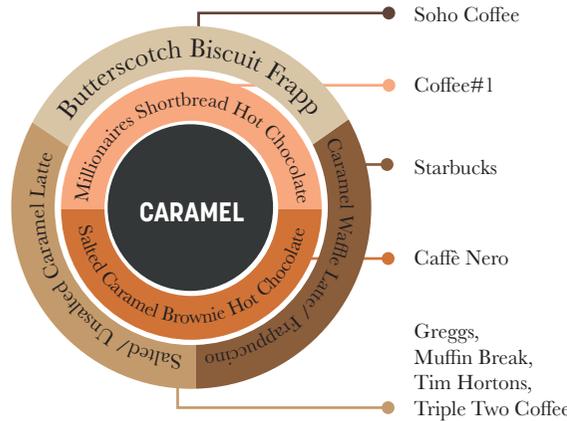
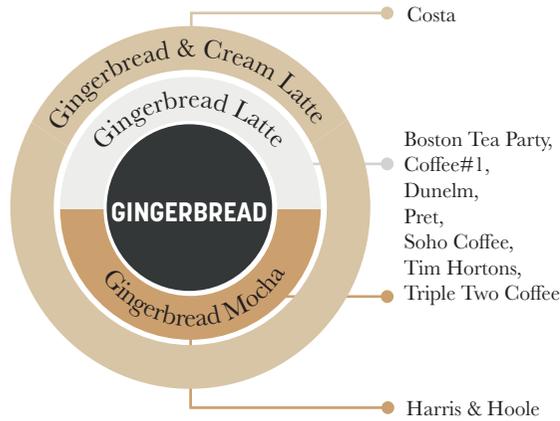


# BENCH MARKING WINTER 2022

## COMPANIES REVIEWED



### 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

# CAFFÈ NERO

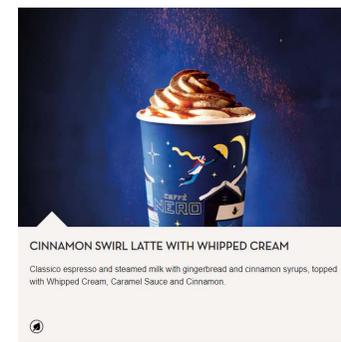
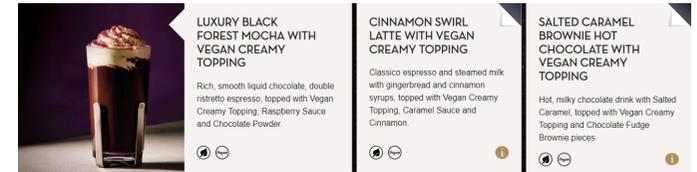
## Website



## Social Media

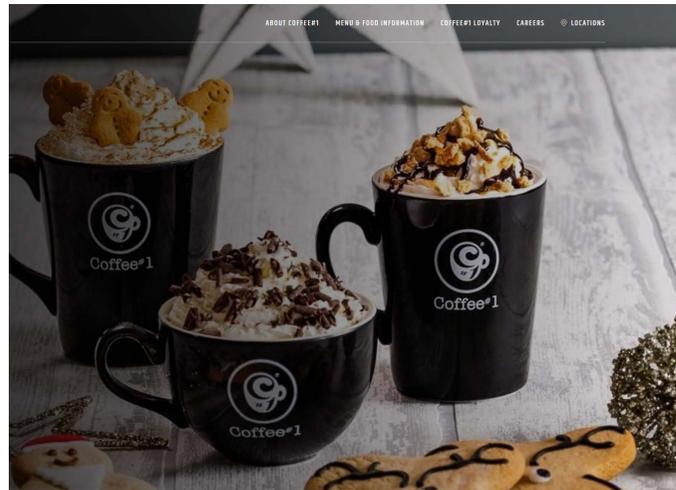
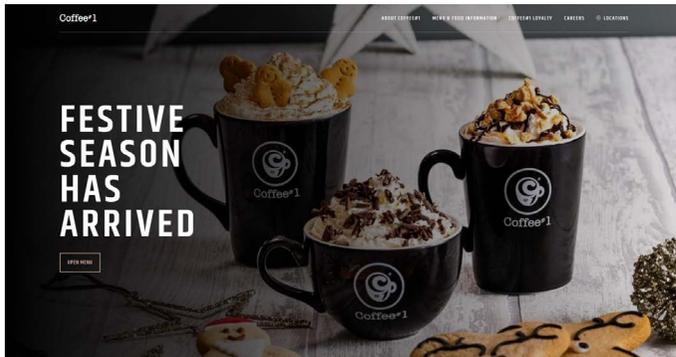


## Drinks

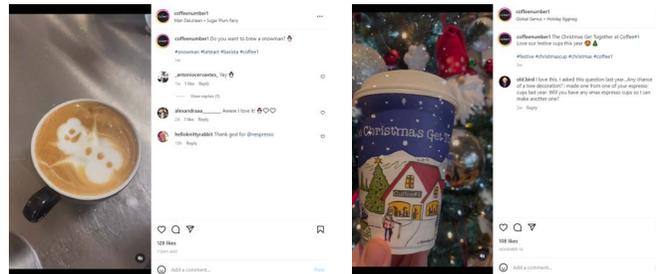


# COFFEE#1

## Website



## Social Media



## Drinks

DRINKS

### COFFEES

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

Latte 15.95cal / 160kcal	Americano 24kcal / 57kcal
Cappuccino 100kcal / 177kcal	Caramel Macchiato 220kcal / 230kcal
Flat White 95kcal	Macchiato 21kcal / 57kcal
Espresso - Single 5kcal	
Espresso - Double 10kcal	

### HOT CHOCOLATE

Hot Chocolate 24.95cal / 100kcal
White Chocolate 30.95cal / 120kcal
Hot Chocolate Deluxe 39.95cal / 140kcal
White Hot Chocolate Deluxe 41.95cal / 160kcal

### TEA

*Pot of loose leaf tea*

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

*All of our coffee beans are 100% Arabica*

Brazilian 15kcal	Indian 15kcal
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### MOCHAS

Mocha 24kcal / 57kcal
White Mocha 27kcal / 57kcal
Mocha Deluxe 37kcal / 140kcal
White Mocha Deluxe 35kcal / 140kcal

### ICED TEA

*Watermelon Iced Green Tea  
7kcal / 19kcal*

### SPECIALITY DRINKS

Spiced Chai 24kcal / 87kcal	Hot Apple & Cinnamon 54.2kcal / 194kcal	Turmeric Latte 10kcal / 179kcal	Matcha Latte 14kcal / 177kcal
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<p><i>Delicious ice blends for serious indulgence</i></p> <ul style="list-style-type: none"> <li>Strawberry 39.95cal / 140kcal</li> <li>White Chocolate Mint 40.95cal / 125kcal</li> <li>Chocolate 38.7kcal / 140kcal</li> <li>Caramel 17.95cal / 63kcal</li> <li>Espresso 17.95cal / 59kcal</li> <li>Mocha 36.0kcal / 140kcal</li> <li>Coconut 32.7kcal / 59.7kcal</li> <li>Salted Caramel Banoffee Frappe 43.95cal / 171kcal</li> </ul>	<p><i>Ice cold blends for ultimate refreshment</i></p> <ul style="list-style-type: none"> <li>Pina Colada 23.4kcal / 20.9kcal</li> <li>Summerset 16.9kcal / 208kcal</li> <li>Pip-Me-Up 16.2kcal / 22.7kcal</li> <li>Raspberry &amp; Mango Smoothie 18.9kcal / 22.2kcal</li> <li>Supergreen 12.9kcal / 23kcal</li> <li>Blueberry Thrill 25.9kcal / 24.0kcal</li> </ul>	<p><i>Iced Latte 19kcal / 220kcal</i></p> <p><i>Iced Mocha 26kcal / 179kcal</i></p>
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### EXTRAS

Espresso Shot 5kcal	Oat Milk 10kcal / 100kcal	Van 78kcal
Marshmallows 23kcal	Coconut Milk 15kcal / 100kcal	Ginj 79kcal
Whipped Cream 17kcal	Soya Milk 64kcal / 100kcal	Haz 79kcal
Vegan Cream 10kcal		Co 10kcal
		Min 74kcal
		SFC 20kcal
		SFV

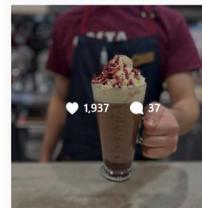
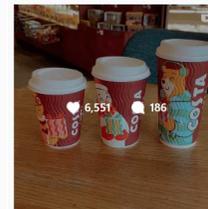
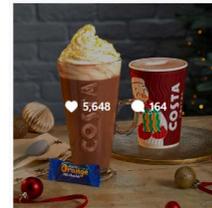
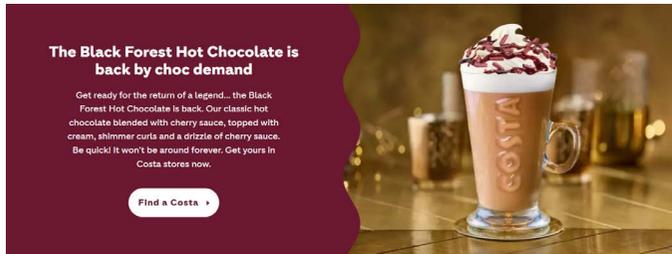
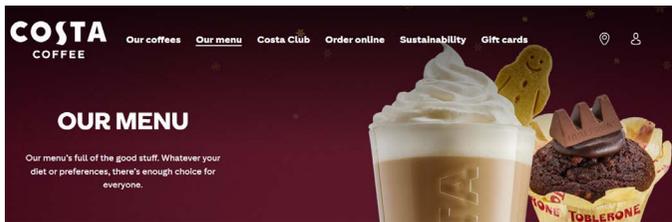
## Coffee#1

# COSTA

Website

Social Media

Drinks



## 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



## 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.

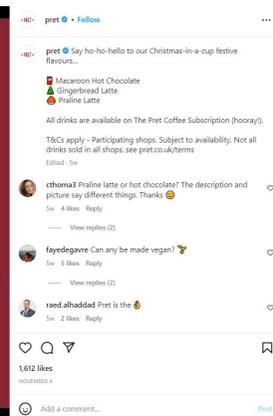
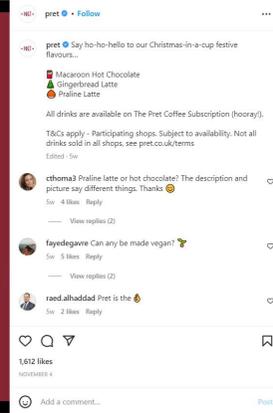
[VIEW MENU](#)



## 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



**MENU**



**DRINKS**



**WE STOLE CHRISTMAS AGAIN!**

We're dreaming of a Vegan Christmas

So good we had to bring it back!  
The White Chocolate Matcha Latte & our Gingerbread Latte are here



**NAUGHTY & NICE**

I've been good this year!

Meet our NEW  
Butterscotch Biscuit Frappé & NEW Orange Hot Chocolate



sohocoffeco

sohocoffeco We Just Can't Stop Stealing Christmas 🎄❤️

The return of the SOHO Coffee Co. vegan 'Green Drink' is something our team ALWAYS looks forward to at Christmas time - cocoa, matcha & decadent white chocolate, need we say more 🍷

#cantstopwontstop #somuchmorethancoffee #throwback #instadaily #pic #instagood #stickylineson #veganuk #veganfriendly #veganfoodporn #vegan #veganfoodie #veganfood #veggiefood #veganfood #baristacoffee #fairtrade #baristaskills #stickylines #latte #liquidnetwork #baristadaily #matchalover #sundaymotivation #christmasmorning #christmaslattes #christmasnear #matchalatte #veganvibes #sundayfunny

Tw

Liked by levert\_emma and others

DECEMBER 4

Add a comment...



sohocoffeco

sohocoffeco 'Tis the Season To Drink Coffee... Frapps & Matcha Lattes ☕🎄

There's officially only ONE MORE SLEEP until our Christmas menu launch - come back tomorrow for the grand reveal 🎁

#somuchmorethancoffee #coffeehop #christmas #sohocoffeco #christmasmorning #christmaslatte #christmas #christmas2022 #liquidnetwork #baristaskills #fairtrade #baristadaily #baristacoffee #stickylineson #latte #coffee #coffeeaddict #stickylines #veganfriendly #matchalover #matchalatte #frapp #gingerbreadlatte #orangehotchocolate #sundaymotivation #sundayvibes #fridaythoughts #instagood #instadaily #picoftheday

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Tw Reply

nightwolfucore 🍷🍷🍷

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Liked by j\_campbell\_photography and others

NOVEMBER 8

Add a comment...



sohocoffeco

sohocoffeco Christmas in a Cup 🎄

Our Butterscotch Biscuit Frappé is a blend of the most delicious festive flavours - thick swirls of cream & cinnamon, all topped with lashings of whipped cream & honeycomb pieces 🍷

Have you tried one yet? 🍷

Tw

#somuchmorethancoffee #baristacoffee #coffeeaddict #stickylines #baristaskills #coffee #christmas #christmasmorning #fridayvibes #fridaythoughts #christmas #liquidnetwork #stickylineson #frapp #frapplovers #butterscotch #butterscotchfrapp #festivemenu #festivevegan #festivevibes #instagood #instadaily #instamood

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Liked by fatblotconabike and others

DECEMBER 7

Add a comment...



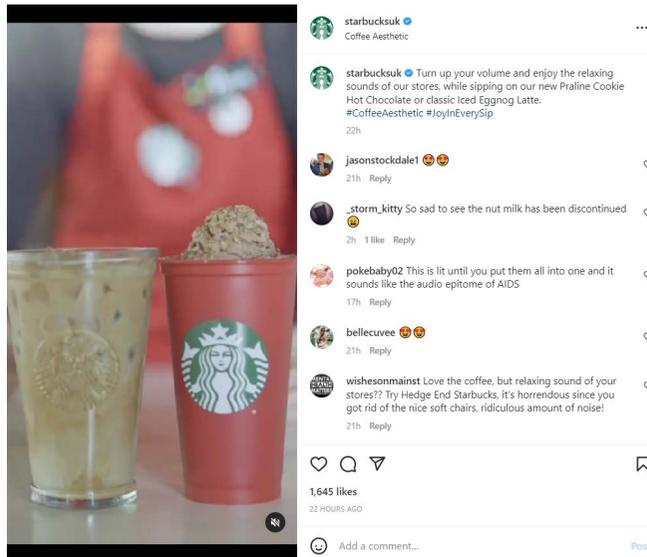
**SOHO**  
- est 1999 -  
COFFEE CO.

# 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

