

BEYOND[®]

FORWARD THINKING IN DRINKING

A TASTE OF SUMMER 2023

BEVERAGE BENCHMARKING REPORT

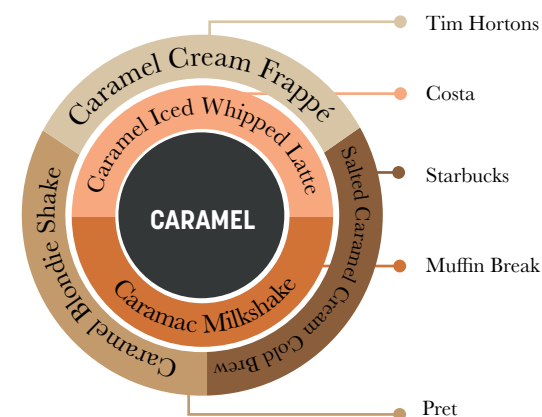
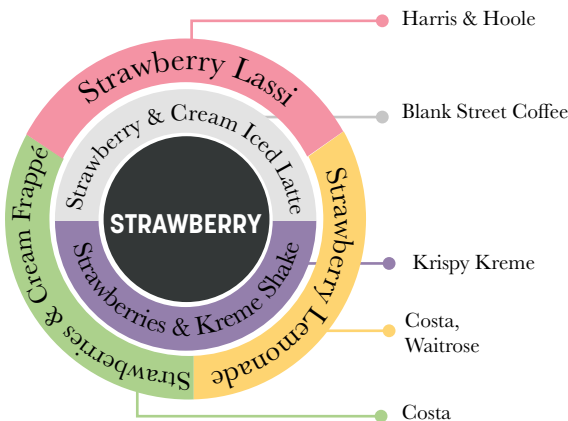
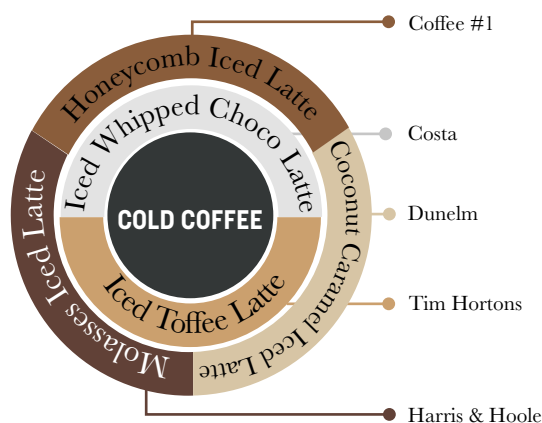


BENCH MARKING SUMMER 2023

COMPANIES REVIEWED



2023 THEMES



2023 TRENDS

FLAVOUR TRENDS 2021-2023

Rank	2021	2022	2023
1	Cold Coffee	Cold Coffee	Cold Coffee
2	Strawberry	Strawberry	Strawberry
3	Raspberry	Caramel	Caramel
4	Lemonade	Lemonade	Watermelon
5	Mango	Mango	Biscoff®

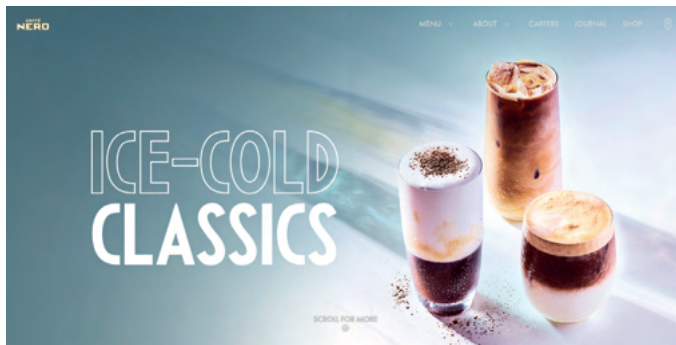
EMERGING TRENDS

Tea - Total	Swicy	Frozen Happiness
Baristas are getting creative with cocktail-style drinks in response to the growing demand for no and low drinks	The combination of sweet and spicy flavours offers a multi-sensorial experience, rather than just taste	Slushies and Granitas are not just a throwback to happy-go-lucky childhood days, but also refreshing drinks that are perfect for summer days
Alcohol inspired cold drinks have been seen on Summer menus this year, including Pina Colada frappé and Italian Spritz	Popularity of fusion cuisine and unusual flavour combinations have skyrocketed after the past few turbulent years	Create interest with classic flavours including strawberry and lemon. Add excitement with unusual flavours such as dragonfruit and pink guava

IN NUMBERS: 21 Stores visited | 44 Drinks tasted | 6 Campaigns reviewed

CAFFÈ NERO

Website



Social Media



Drinks

FRAPPE CRÈME



NEW Tropical Fro-Yo Frappe

A yoghurt flavour perfectly paired with zingy mango and passionfruit, finished with a sprinkle of strawberry sugar pearls.

OVER ICE



NEW Italian Spritz

A refreshing bitter orange with sparkling soda, garnished with a slice of orange.

CAFFÈ
NERO

COFFEE#1

Website



Social Media



Drinks

Honeycomb Frappe

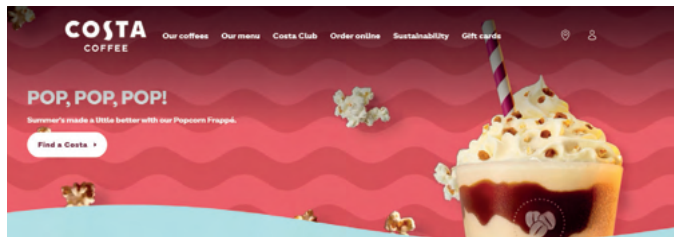
327kcal / 407kcal

Pistachio Salted Caramel Frappe

318kcal / 389kcal



Coffee#1



What's new this summer

Re-freshen up

Experience the ultimate refreshment with our tantalising Watermelon & Mint Refresher. Sip on juicy watermelon and refreshing mint, perfect for keeping cool.

[Find a Costa](#)

Three layers of love

Try our irresistible Neapolitan Muffin - three heavenly layers of chocolate and vanilla muffin filled with luscious strawberry sauce and crowned with icing. Pure muffin magic.

[Our menu](#)

The tip of the Iceberg

Discover our latest cool creation - the Iced Whipped Choco Latte. Trust us, it's as heavenly as it sounds. Get yours now in store along with our classic Iced Latte and Iced Americano.

[Find a Costa](#)



Frappé



Coffee Over Ice



Other Iced Drinks



COSTA

PRET

Website

Pret's Cool

Iced drink season is here, and we have a range of fruity, coffee-y and new cocoa-y (yes, cocoa-y) iced drinks for you to sip back and enjoy all summer long. Oh, and they're all included in your 5-barista made drinks a day with Club Pret.

Pop by your local Pret to check out the new cool kids on the block or download the app to sign up to Club Pret.

[View Menu](#)



Social Media



Drinks

Pret shakers (3)



Caramel Blondie Pret Shaker



Classic Chocolate Pret Shaker



Ruby Cocoa Pret Shaker

Pret coolers (4)



Pret Coolers - Berry Bliss



Pret Coolers - Feelin' Peachy



Pret Coolers - Rhuberry Breeze



Prets Coolers - Applejito





REAL FRUIT CRUSHIES

- **Rhubarb & Orange (NEW for 2023):** this new addition is made with real rhubarb & tangy orange, and is blitzed with ice.
- **Mango & Passionfruit (NEW for 2023):** this drink is bursting with real tropical fruit, and is blended with ice making it a true summer essential!
- **Strawberry Crushie:** Back by popular demand, this Crushie is made with real strawberries & blended with ice to create a real summer refresher.



UNBELIEVABLY VEGAN 'SHAKES

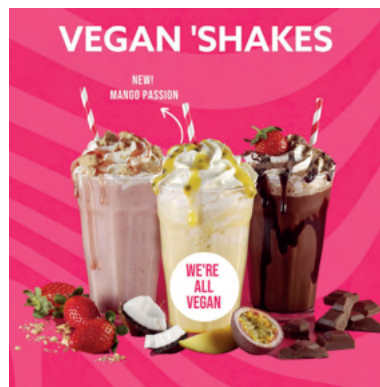
- **Mango Passion 'Shake (NEW for 2023):** this new addition features mango, passionfruit & coconut to transport you to a nostalgic summertime. Topped with vegan cream and crushed mango & passionfruit compote.
- **Strawberry Shortcake 'Shake:** Our classic flavour, topped with vegan cream, shortcake pieces and a drizzle of strawberry sauce.
- **Double Chocolate 'Shake:** A true sweet treat & topped with vegan cream, indulgent chocolate sauce and a fresh strawberry - this shake is a chocolate lovers dream come true.



IT'S ICED DRINK SEASON - WHAT'S ON THE MENU?



Summer is here and is hotter than ever!
Beat the heat with our delightfully refreshing iced drinks - find your new fave now ☺



CRUSHIES

Made with REAL fruit!

Strawberry Crushie

NEW! Mango & Passionfruit Crushie

NEW! Rhubarb & Orange Crushie

VEGAN 'SHAKES

NEW! Mango Passion 'Shake

Topped with vegan whipped cream & mango and passionfruit compote.

STARBUCKS

Website



Social Media



Drinks

