

BEYOND[®]
THE BEAN

FORWARD THINKING IN DRINKING

A TASTE OF WINTER 2023

BEVERAGE BENCHMARKING REPORT
TO INSPIRE THE 2024 AUTUMN/WINTER RANGE



BEYOND
THE BEAN[®]
BENCH MARKING
WINTER 2023

27 STORES
VISITED

48 DRINKS
TASTED

6 CAMPAIGNS
REVIEWED



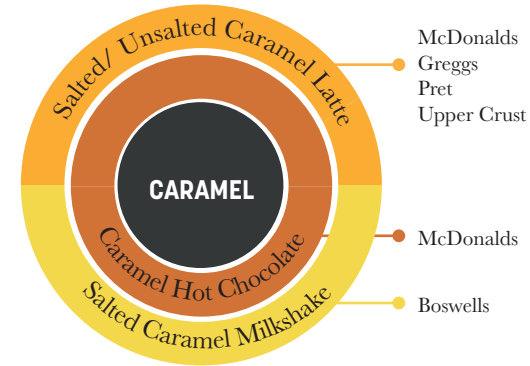
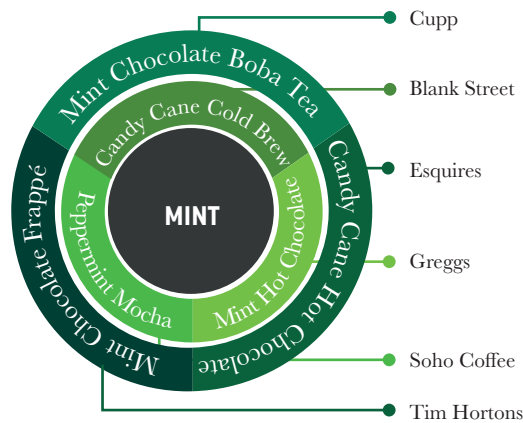
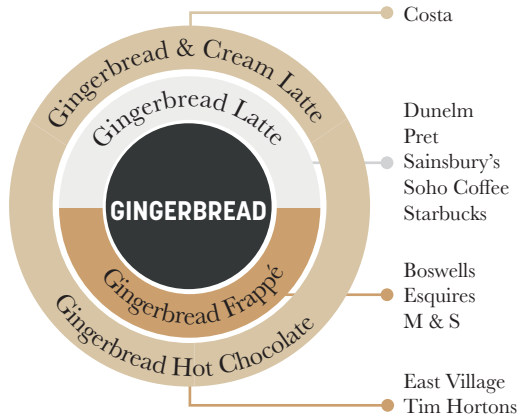
EAST VILLAGE



INSIGHTS & TRENDS

Based on Beyond the Bean Winter Benchmarking 2023

2023 THEMES



KEY OBSERVATIONS

- Bakery profiles
- Confectionary themes
- Nut profiles
- Brand collaborations

2023 TRENDS

FLAVOUR TRENDS EVOLUTION

Rank	2021	2022	2023
1	Caramel	Gingerbread	⇐ Gingerbread
2	Gingerbread	Caramel	↑ Mint
3	Hazelnut	Orange	↓ Caramel
4	Mint	Nuts	↓ Orange
5	Orange	Spiced	↓ Nuts

EMERGING TRENDS

Feelin' Peachy	Live in Colour	Classic Comfort
<p>Pantone® of the year for 2024 is Peach Fuzz, a hue which "captures our desire to nurture ourselves and others" and a velvety tone whose "all-embracing spirit enriches mind, body, and soul."</p>	<p>Consumers are won over by joyful, irreverent, bright, vibrant and rainbow hues.</p>	<p>Consumers are leaning into simple, classic comforts and seeking solace in the comfort and foods of past eras.</p>
<p>This hue has inspired Peach + as the flavour of the year. Watch out for retro dishes such as peach melba and peach cobbler making a return to menus with a modern twist.</p>	<p>Think turmeric for yellow; matcha for greens; blueberries and butterfly pea flower for blue/purple; beetroot, pomegranate, freeze dried berries and hibiscus for everything from pastel pinks to bright magentas.</p>	<p>Take inspiration from retro desserts including knickerbocker glory, trifle, creme caramel, rum baba, cream-filled roulade and Battenberg cake.</p>

IN NUMBERS: 27 Stores visited | 48 Drinks tasted | 6 Campaigns reviewed

KEY OBSERVATIONS

Bakery inspired drinks (panettone, florentine and millionaires)

25% drinks are iced

2 options are vegan as standard

BEVERAGE



MILLIONAIRE'S HOT CHOCOLATE

Cocoa powder, salted caramel syrup & steamed milk, topped with chocolate cream &...



PANETTONE LATTE

Classico espresso, Panettone syrup & steamed oat dairy alternative, topped with vegan...



FLORENTINE MOCHA

Our signature espresso with rich chocolate, salted caramel syrup, our festive panettone...



PANETTONE ICED LATTE

Classico espresso, Panettone syrup & oat dairy alternative over ice, topped with...





Coffee#1

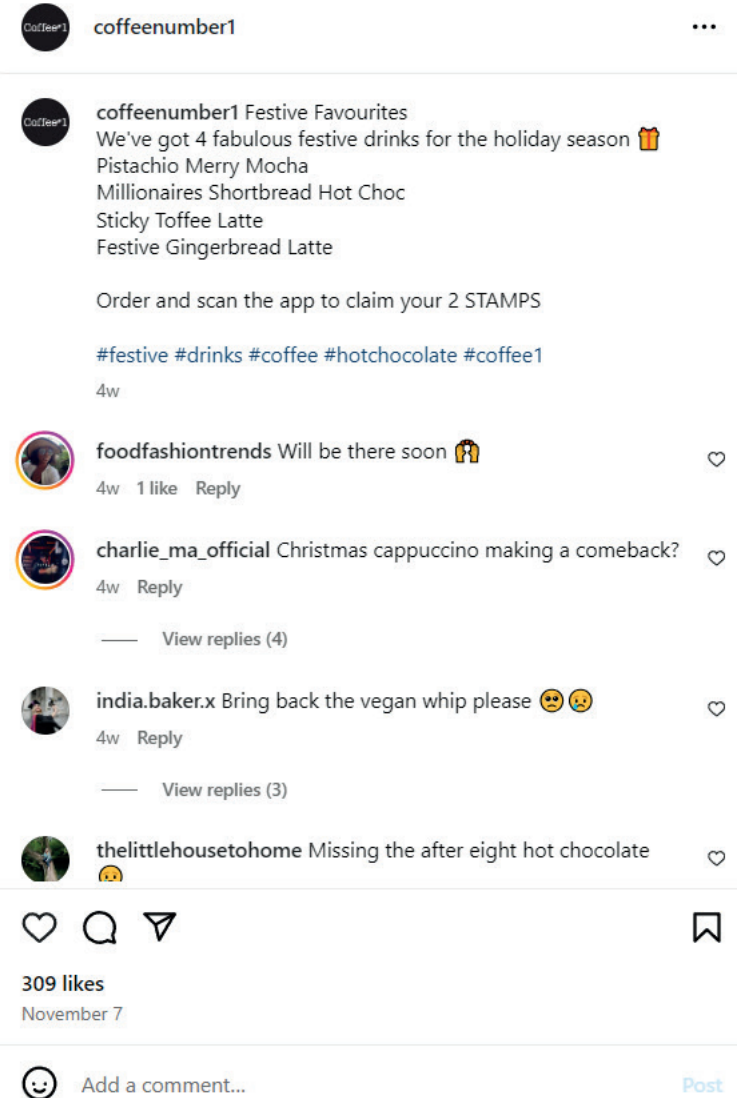
KEY OBSERVATIONS

Nut profile (pistachio)

Bakery/ dessert inspired (gingerbread, sticky toffee, millionaires shortbread)

No iced or vegan options as standard

Double stamps on loyalty app





KEY OBSERVATIONS
Larger range than most other coffee shops
Confectionary inspired (After Eight and Terry's Chocolate Orange)
Brand collaborations including Terry's chocolate orange segment
Nut profiles (roasted hazel)
Dessert/ bakery inspired (gingerbread, black forest and sticky toffee)
Returning favourites called out on menu board focussing on traditions

Festive Drinks

	S	M
Sticky Toffee Latte	4.10 271 kcal	4.40 341 kcal
Sticky Toffee Iced Latte	4.10 257 kcal	4.40 313 kcal
Roasted Hazel Latte	4.10 192 kcal	4.40 243 kcal
Roasted Hazel Hot Chocolate	4.10 287 kcal	4.40 351 kcal

Returning Faves

Terry's Orange® Hot Chocolate	4.35 309 kcal	4.65 382 kcal
Inspired by After Eight® Hot Chocolate	4.35 283 kcal	4.65 346 kcal
Black Forest & Cream Hot Chocolate	4.10 328 kcal	4.40 390 kcal
Gingerbread & Cream Latte	4.10 228 kcal	4.40 280 kcal

Terry's Orange® Hot Chocolate, After Eight® Hot Chocolate come with a free mini chocolate. Calories provided do not include the free mini chocolates. Gingerbread & Cream Latte comes with a free mini gingerbread biscuit. After Eight® is a trademark of Société des Produits Nestlé S.A. All rights reserved. Terry's Chocolate Orange® is a trademark of Carambar and Co. All rights reserved. Whole cherry not included in the drink. Adults need around 2000 kcal a day. For full calorie and allergen information, please visit costa.co.uk. Some products are in selected stores only. Subject to availability.

The yearly reunion
Christmas is made a little better with our returning Christmas favourites.

Gingerbread & Cream Latte 228 kcal Small
Terry's Orange® Hot Chocolate 309 kcal Small
Black Forest & Cream Hot Chocolate 328 kcal Small

Adults need please visit v

Festive range



Sticky Toffee Latte



Sticky Toffee Iced Latte



Roasted Hazel Latte



Roasted Hazel Hot Chocolate



Gingerbread & Cream Latte



Black Forest & Cream Hot Chocolate



After Eight® Hot Chocolate



Terry's Chocolate Orange® Hot Chocolate



KEY OBSERVATIONS

Included with Pret subscription

Smallest range of festive drinks

No mocha

Fruit based hot chocolate

No iced options as standard



Gingerbread Latte



Merry Berry Hot Chocolate



Salted Caramel Latte



KEY OBSERVATIONS

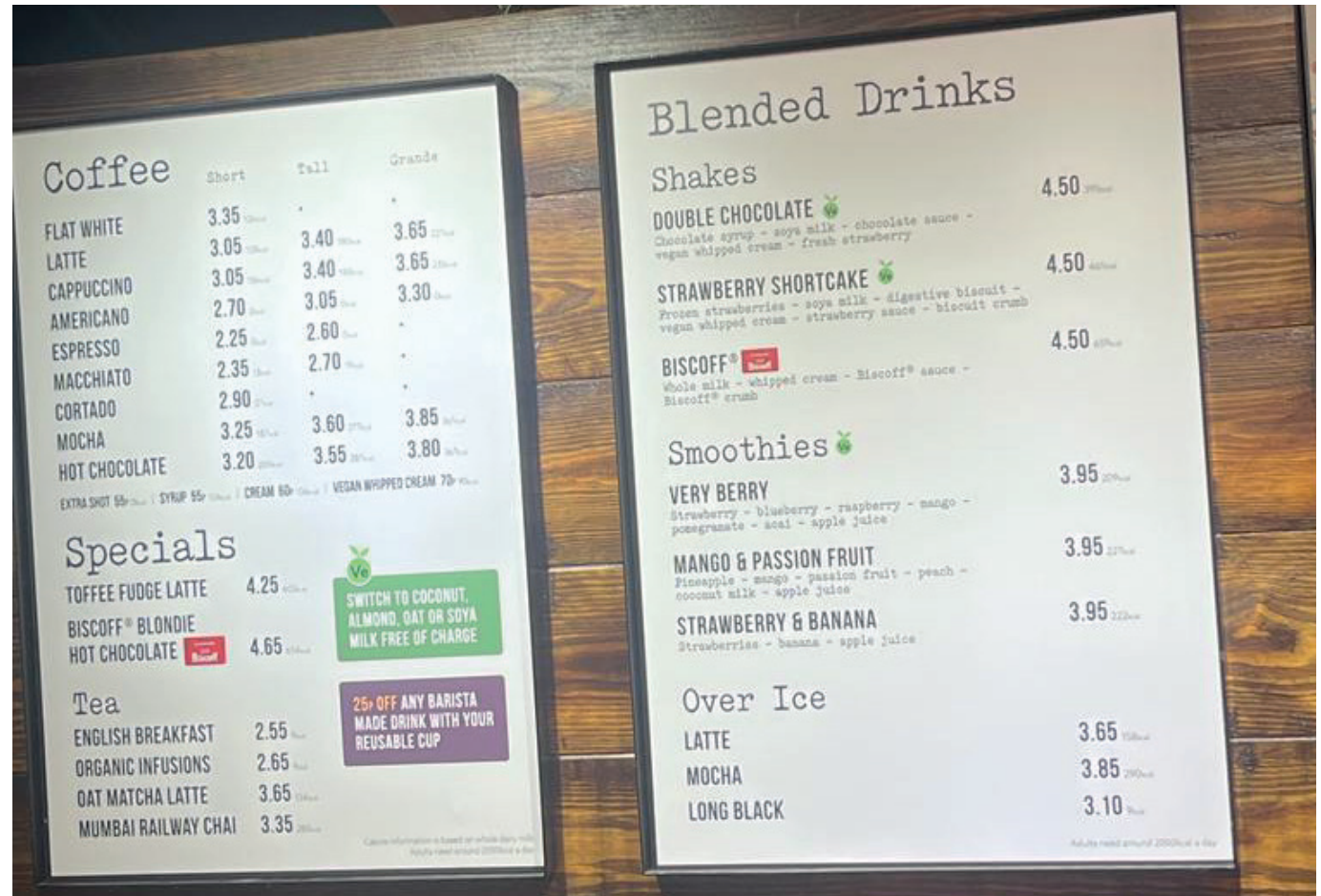
Brand collaboration with Biscoff

No extra charge for plant milks

Confectionary inspired (peppermint, toffee fudge)

No iced coffees, one shake on menu

Seasonal Drinks
PEPPERMINT MOCHA - GINGERBREAD
LATTE - BILLIONAIRE'S HOT CHOCOLATE -
BISCOFF® BLONDIE HOT CHOCOLATE -
BISCOFF® SHAKE - TOFFEE FUDGE LATTE





KEY OBSERVATIONS

Delivery partners - Uber Eats, Deliveroo, Just Eat

Nut profiles (hazel crunch, toffee nut)

Bakery inspired (caramel waffle, gingerbread)

Larger range than most other coffee shops

No mocha



Caramel Waffle Latte



Caramel Waffle Latte



Iced Caramel Waffle Latte

