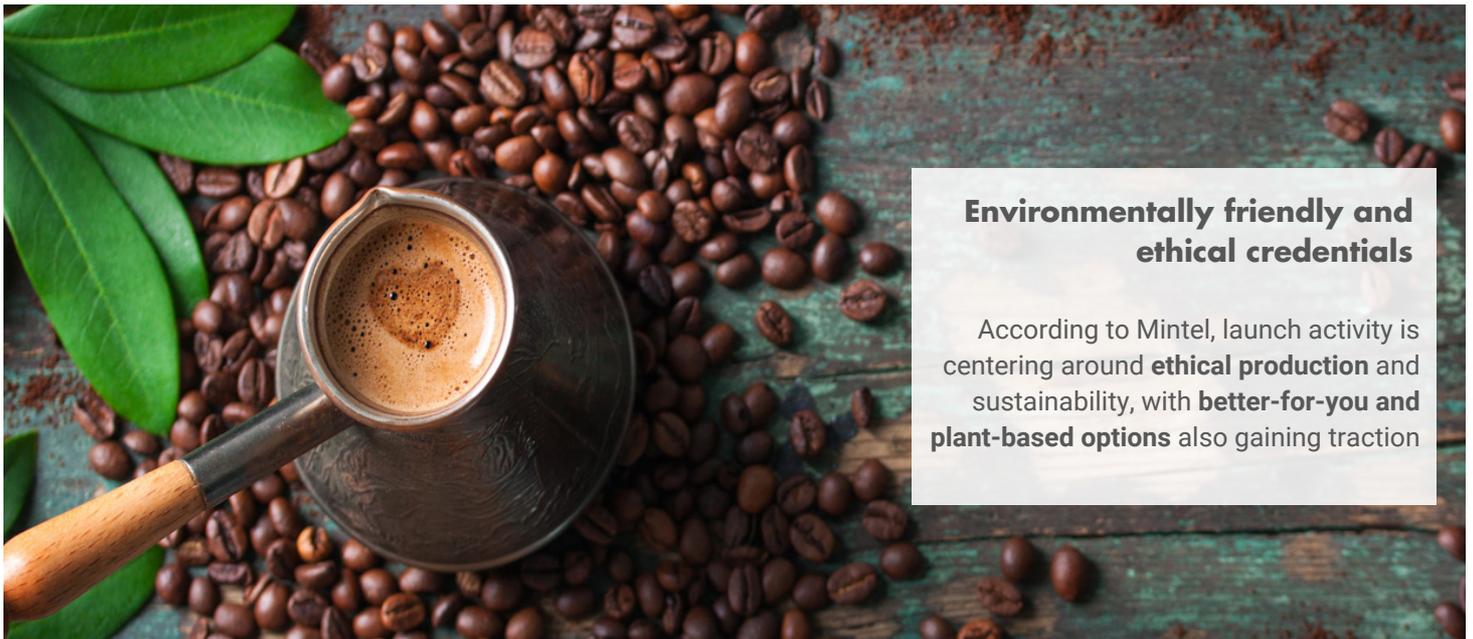


Global Coffee RTD Report



Environmentally friendly and ethical credentials

According to Mintel, launch activity is centering around **ethical production** and sustainability, with **better-for-you** and **plant-based options** also gaining traction

When it comes to enjoying coffee, small batch roasted coffee beans are appreciated, such as Peruvian beans with notes of chocolate and fruity flavour, that are grown in shaded areas.

The growth of ethical – human and sustainability claims is especially notable in organic coffee, which itself has seen an increasing NPD share in the coffee category.

The plant-based category already benefits from a health halo so innovation is boosted by sustainable ingredients, production and packaging. Asia: shelf stable plant-based drink launches record a rise in activity during the pandemic.

- 43% of adults in Germany and Italy would pay more for a coffee which doesn't contribute to deforestation
- 28% of adults in the US drink plant-based dairy alternatives
- Plant-based launches in the US market has increased by 1200% from 2017 to 2022



In Japan, Nescafé recently launched a range of dairy-free latte coffee drinks with a plant based milk and added vitamin that retails in a recyclable pack.



Kicoffee Bullet Mocha is a coffee and cocoa based drink with collagen, launched in Brazil. The combination of MCT C8 and C10 is said to improve energy, focus and concentration.



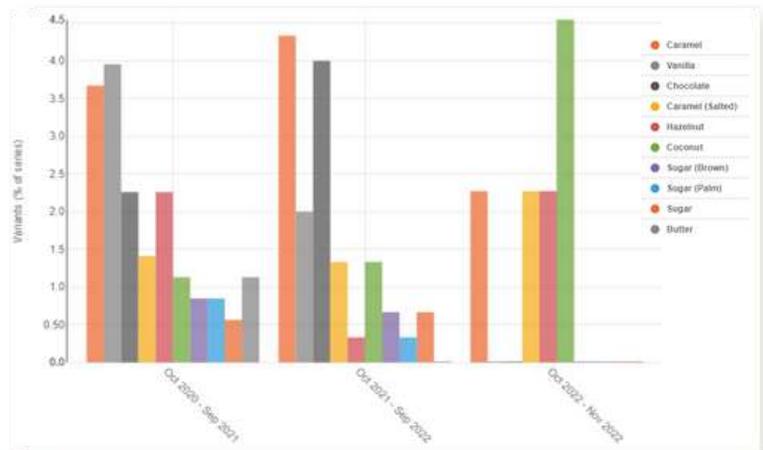
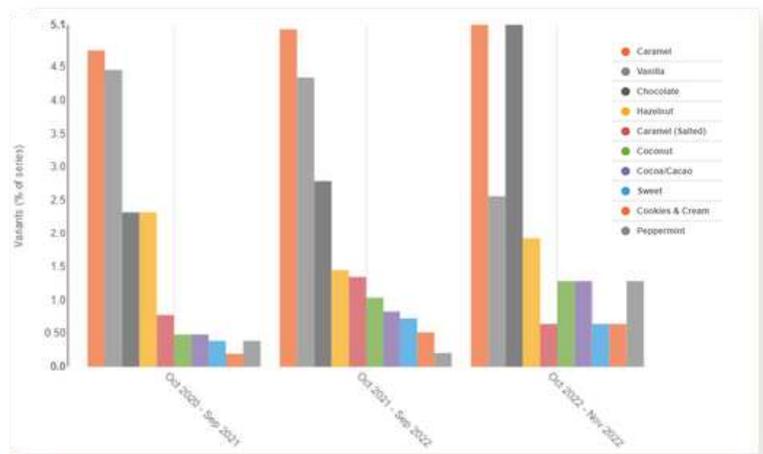
Recently in Poland, Bevgroup Sp. Z o.o. released a new (B)N Nitro Coffee branded Tonic Flavoured Nitrogen Infused Coffee that delivers a novel format and flavour in the category.

Flavoured Coffee

Caramel, Vanilla and Chocolate are dominating the flavour game globally, both in the dairy and non-dairy landscape.

For NPD, although the top flavours are almost the same, Coconut has tripled in the past few years with other experimental flavours just out of the top 10 like Banana, Cinnamon and Toffee.

Palm sugar has entirely dropped off due to the focus towards sustainability.



Innovation Opportunities

We have been following the impact of influencers and social media on the coffee culture and we can see creative and unusual flavours becoming a new trend. Can you imagine Iced Ube Latte or Jasmine Cappuccino?



Notable Launches



Three Tea Coffee Special Kopi Special (Pandan & Coconut Flavoured Coffee), Malaysia



Chobani Coffee Cold Brew Coffee Drink with Pumpkin Spice Creamer, USA



Tchibo Barista Hazelnut Flavoured Cold Brew Coffee, Poland



Mövenpick Strawberry Sparkling Coffee, Switzerland



Starbucks Ying Zhan Cao Mei Wei Na Tie (Cherry Blossom Strawberry Flavour Latte), China

EMEA

Coffee brands respond to ethical and sustainability concerns

MEA

Brands tap into consumer interest in functional coffee

APAC

Consumers want coffee with benefits and interesting flavours

Americas

Consumers seek more sustainable and ethical coffee

Our Coffee Flavours



As consumers are now less bound by traditional ideas of how coffee should be drunk, and more open to innovation, new trends and new ways of drinking are evolving.

This evolution of coffee consumption brings with it exciting opportunities which we've embraced with our range of flavours, offering both the traditional and the innovative. Why not try them out and mix up your drinker's palette.



Strawberry
Creamy, sweet, jammy



Purple Yam
Nutty, coconut



Pumpkin
Warm, spicy & sweet, cinnamony



Cafe Latte
Creamy, rich, coffee



Cherry Blossom
Floral, fruity



Buku Pandan
Sweet, coconutty, slightly brown

Also in this range: Cappuccino, Caramel, Vanilla, Hazelnut, Chocolate & Coconut