

20 TREND INSIGHT 15 REPORT

Café Inspired

With 87% of Millennials drinking coffee, espresso and gourmet coffee drink consumption on the upswing, specialty tea shops on the rise, and pumpkin spice latte flavors causing national fervor each fall, it's clear coffee and tea flavors are extremely popular with consumers. So much so, we see these flavors popping up across categories in everything from cocktails to popsicles.

Let's take a look at a variety of the café inspired products and flavors seen on menus and store shelves today that take us beyond travel mugs and corner shops.



Coffee

While daily consumption of non-gourmet coffee dropped to 35% from 2013 to 2014 (-4%), consumption of specialty coffee and espresso beverages have risen over this time period.

- 34% of people consume gourmet coffee drinks daily (+3%).
- Strongest daily consumers of gourmet coffee beverages are Millennials
- Daily consumption of espresso beverages is on the rise: 13 to 18%.



COFFEE FLAVORS IN FOOD

Food product launches with coffee flavor, North America, 2011-9/2015

Top 3 Sub-Categories: % of total/# of launches

1. Dairy-Based Frozen Products 14.7%/ 87
2. Non-Individually Wrapped Chocolate Pieces 14.0%/ 83
3. Sweet Biscuits/Cookies 8.3% /49

We all scream for café inspired ice cream!

Dairy-based frozen products are the top sub-category.

Products such as ice cream take the lead when looking at coffee flavored food items. Last year we saw 15 coffee flavored launches in this sub-category, which was down 38% from 2011, but it does represent a current up swing: Launches have been steadily on the rise again since 2013 with 18 this year as of September.

Max Falkowitz of Serious Eats presented readers with several homemade coffee ice cream flavor options ranging from “full-blown intense” to “easy going.” Falkowitz says: “There are countless ways to make coffee ice cream, which is a hazard for recipe developers, because everyone has their own idea of what coffee ice cream should taste like. So what’s an ice cream maker to do? Easy: Make them all.” Here are a few of his ideas for coffee-flavored frozen treats:

- **Coffee ‘N Cookies ‘N Cream Ice Cream:** A vanilla-coffee hybrid that plays fragrant vanilla and bittersweet coffee against each other, then throws in some Oreos for good measure. Mild and sweet with just a hint of coffee.
- **Coffee Cardamom Ice Cream:** Coffee and cardamom are a natural pairing around the world, and they do just as well in ice cream form. This is the milky and mild base bolstered by cardamom’s citrusy, menthol perfume.
- **Vietnamese Coffee Ice Cream:** Made with ultra-dark Vietnamese-style coffee grinds and sweetened with rich condensed milk, this ice cream is intense, with a pronounced bitterness and caramelized sweetness. Use a not-too-fine mesh filter to let some of the grinds make their way into the final ice cream for an extra-flavorful kick.

Falkowitz isn’t the only one sharing his love with this flavor. It also makes a recent appearance in Tara O’Brady’s new cookbook *Seven Spoons*, named after her popular blog of the same name. She describes the flavor as, “A voluptuous mix of evaporated milks and cream gets infused with ground coffee, then chilled, churned, and swirled with caramel.”





SPOTTED IN DALLAS

Iced Latte-Da Ice Cream

What's da Scoop ice cream truck was serving up Iced Latte-Da, a caffeinated espresso ice cream with fudge and chocolate.



Image Credit: The Splendid Table

Pete's Super Natural Ice Cream in Johannesburg, South Africa, known for flavors such as Exotic Rose & Pomegranate Turkish Delight, features this strong coffee flavor, using freshly brewed coffee and chicory to give the flavor more of an edge. Saveur magazine says cardamom and cinnamon set Vietnamese coffee ice cream flavor apart from other flavors, while Nguyet of the Taming of the Spoon website tells readers it's the "thick and creamy consistency of sweetened condensed milk" that makes this coffee flavor stand out above the rest. Jessica Merchant of the Sweet Eats blog and Seriously Delish cookbook suggests readers blend it into their iced coffee drinks with coffee ice cubes.

PRODUCT LAUNCHES

Jenis Intelligentsia Black Cat Espresso Ice Cream comprises ground Intelligentsia coffee brand espresso beans steeped in cream, and is said to perfectly encapsulate and translate the sweet, complex flavor and pungent aroma of fresh espresso.



New Orleans Ice Cream Co. Café au Lait & Beignets Ice Cream is described as all natural, ultra premium, and as having the flavor of the old New Orleans French Market, with cold brewed coffee and the toasty flavor of scalded milk, loaded with real beignet pieces and finished with a sugary swirl.

Cold brew coffee sales up 115% in past year.

Driven by consumer desire to try new beverage preparations, cold-brew coffee sales have risen 115% in the past year with estimated sales of \$7.9 million, according to Mintel. The beverage, made by steeping coffee grounds in cold water for 12-24 hours, is most popular among older Millennial and male consumers.



Trending up: café inspired flavored yogurts

Yogurt is the sub-category where we see growth in coffee flavored foods.

Of the top 10 sub-categories, spoonable yogurt (#7) is the only area with growth more than a couple products from Jan. 2011 to Sept. 2015. There were three coffee flavored yogurts on the shelves in 2011 and eight in 2014 (with seven so far in 2015). Since 2011, 30 coffee flavored yogurt products have hit shelves in North America.

Alpina Café Selections Caramel Macchiato Nonfat Greek Yogurt is made with real Colombian coffee, grade A milk and all natural ingredients. This kosher certified product contains 30mg of caffeine, which is equivalent to approximately 35% of a cup of filtered coffee, and has 120 calories and 12g protein.



Greek Pastures Karma Java French Roast Coffee Flavored Greek Yogurt is described as a rich flavored yogurt infused with French roast coffee.

SPOTTED

Online recipes creating frozen yogurt popsicles with fresh coffee and vanilla yogurt.

Also in dairy...

Beyond yogurt, we see coffee flavor in other dairy products, such as Coffee Flavor Belle Chèvre Spreadable Goat Cheese, while coffee butter, honey and ham top English muffins at the Squeaky Bean in Denver.



Flavor Spotlight: Caramel Macchiato

Caramel Macchiato is taking the world by storm with 80% growth in new products across the globe since 2010. Top product categories include chocolate confectionary and dairy. Products include: Lindt Mini Pralinés Assorted Pralines introduced in Norway, Glico Collon Caramel Macchiato Cream Biscuit introduced in Japan and Yamazaki Dowhats!? Caramel Macchiato Flavour Doughnut Croissant also introduced in Japan.

In North America, there has been a 600% increase in caramel macchiato flavored new products. Top product categories include dairy and snack foods. Products include: Alpina Caramel Macchiato Greek Yogurt, Good & Delish Caramel Macchiato Toffee, Brach's Caramel Macchiato Caramels and Candy Corn and KIND Healthy Grains Caramel Macchiato Granola Bars. The KIND bars are made with rich coffee, caramel, and five grains: oats, millet, quinoa, amaranth and buckwheat.

Yummly and Pinterest turn up recipes for pretty much any caramel macchiato flavored dessert you can think of: cookies, popsicles, trifles, parfaits, frozen yogurt, biscotti, brownies, cupcakes, cheesecake, tiramisu.



Café Inspired Confectionery

The sub-category of Non-Individually Wrapped Chocolate Pieces is the second most popular place to find coffee-flavor in food. Dark chocolate covered espresso beans make up the majority of these launches, but we also see treats like Mocha Truffles and Caramel Macchiato Toffee and Caramels.



Sunkist Blends Chocolate Espresso with Granola & Berries Breakfast Blend is a delicious blend of blueberries, strawberries, dark chocolate espresso beans, yogurt raisins, cranberries, whole grain granola clusters and almonds.

See's Candies Gourmet Lollypops are available in Café Latte flavor.



Chewable Coffee?

Gummy coffee bites called Go Cubes are here, thanks to a crowdfunded effort from Nootrobox that raised \$20,000 to produce them. Made with cold brew coffee, B-vitamins and L-Theanine, a serving of two gummies has the same amount of caffeine as a cup of coffee and can be found in three flavors: Pure Drip, Latte and Mocha.

M&M's Add Latte Flavor

Pumpkin Spice Latte M&M's have hit the shelves. Pumpkin Spice M&M's, minus the latte flavor, launched two years ago, and now a hint of coffee flavor is added to the mix.



Good & Delish Coffee Bites Variety Pack features three coffee confection treats made from real coffee in the following flavors: vanilla delight; morning rush; and hazelnut dream.

Café Inspired Savory

We've looked at a lot of café inspired flavored products so far, but what if you don't have a sweet tooth? What if you want to focus more on coffee's dark bitterness – without the pumpkin, caramel or cookies? Well, there are products out there for you, too!



Steve's Paleo Goods Bacon, Eggs & Coffee Bar provides a portable savory breakfast or on-the-go snack. Made with real egg whites, bits of bacon, and a hint of coffee, this bar also delivers 17g of protein in every serving.

Steven Raichlen Best of Barbecue Java Barbecue Rub is made with coffee, cocoa and spices, and is recommended on pork, ribs, chicken, duck, beef, shrimp, salmon and veggies.



Girard's Barista Balsamic Vinaigrette is a premium product made with roasted coffee beans, which are said to deepen the flavor of the product for a one-of-a-kind taste.



Café Inspired Beverages

BEER

Collaborations between craft beer and artisan coffee makers have become especially common in the U.S. says Mintel coffee research. Coffee-beer innovation has focused primarily on dark stouts and porters, where coffee's taste is less overpowering to the beer. However, more recently, collaborations have focused on coffee IPAs, which marry coffee with the most popular craft beer style in the US. Last fall, Starbucks turned this idea around and tested a beer flavored coffee. The Dark Barrel Latte featured chocolaty dark caramel and roasted malt flavors.

MIXED DRINKS

Mintel's research also shows cold coffee's rising potential in alcoholic drinks starting to play out in the U.S. on-premise market, as evidenced by the rise of popular coffee-based drinks such as the espresso martini, the growth of coffee flavored craft beers and the current trend for cold brew combined with tonic water.



Stolen Coffee & Cigarettes Spiced Rum is a handcrafted spiced Caribbean rum with roasted coffee beans and smoke flavors.



Rawpothecary RX Nature's Pharmacy Sun Coffee Seed Milk is 100% raw and comprised of sunflower and pumpkin seeds with the pulp and skin left in, mixed with cold-pressed coffee, which is said to be less acidic than regular coffee. It is all natural, and free of dairy, gluten and preservatives. This beverage is rich in vitamins E and B6, which are known to be beneficial for skin, and is also loaded with protein and fiber.



COGO Cappuccino Coconut Milk Smoothie is made with 100% fair trade arabica coffee and an organic, real food blend of coconut milk, quinoa, millet and inulin.

Food for Thought: Café Inspired Health & Wellness

INTRINSIC HEALTH BENEFITS

The U.S. government's Dietary Guideline Advisory Committee announced drinking up to five cups of coffee a day was healthy. "We saw that coffee has a lot of health benefits," Tufts University Professor Miriam Nelson said. "Specifically when you're drinking more than a couple cups per day."

"Coffee's good stuff," Tom Brenna, a member of the committee and a nutritionist at Cornell University, said. "I don't want to get into implying coffee cures cancer -- nobody thinks that," he said. "But there is no evidence for increased risk, if anything, the other way around."

The committee's report says three to five daily cups of coffee aren't associated with long-term health risks and actually correlate with reduced risk for heart disease and type 2 diabetes.

HOPES FOR ADDED BENEFITS: PROTEIN

Consumers are increasingly seeking the addition of functional and healthy ingredients to their coffee, according to Mintel. The research firm reported that "44% of U.S. consumers wish they could add healthful ingredients (eg vitamins, minerals) to their coffee- and tea-based drinks at foodservice." The data comes amid a high protein claim for 3% of U.S. coffee product launches in 2015, a number in line with protein content trends throughout the food and beverage industry.



Halls Warm-Ups Mocha Mint Drops are a warming and cooling menthol cough suppressant and oral anesthetic.



The Chia Co. Coffee Bean Chia Pod is comprised of Intelligensia Black Cat cold brew coffee, sun ripened chia seed and coconut milk. The vegan and kosher product contains 3 grams of omega 3 and 6 grams of fiber per serving, and is free of gluten and GMOs.



Barney Butter Vanilla Bean & Espresso Almond Butter is free from peanuts, gluten and GMO, and is certified kosher and vegan.

Café Inspired—Focusing on Tea

Tea consumption in the U.S. grew 20% from 2000 to 2014 and the Tea Association of the USA predicts sales will double in the next five years. 42% of Americans under age 30 prefer to drink tea over coffee, and 27% of Millennials (ages 25-39) only drink tea.

Why are young Americans making the shift from coffee to tea? Probably for the same reasons consumers on a whole are: health. Eric Pfeiffer of RYOT says the evidence suggests the surge of tea popularity is part of a growing health consciousness, citing the fastest growing segments of tea sales as those with reported health benefits: green tea and artisan blends like oolong and white tea. The classic still reigns, however: Nearly 85% of all tea consumed in the U.S. is still iced tea and most of that is black.

TEA FLAVOR IN FOODS

Food product launches with tea flavor, North America, 2011-9/2015

TOP 5 SUB-CATEGORIES (125 TOTAL LAUNCHES)

1. Chocolate Tablets 12.8%/16
2. Sweet Biscuits/Cookies 11.2%/14
3. Spoonable Yogurt 8.8%/11
4. Dairy-Based Frozen Products 8%/10
5. Water-Based Frozen Desserts 7.2%/ 9

CHOCOLATE TABLETS ARE TOPS

This means we get to talk chocolate bars! Looking at products on the market we see bars from chocolatiers such as Vosges (Super Dark Matcha Green Tea Super Foods & Dark Chocolate) and from tea houses such as David's Tea, whose Canadian line up includes flavors such as Milk Chocolate & Pumpkin Chai Tea.



David's Tea White Chocolate with Birthday Cake Bar is described as a combination of the finest imported white chocolate with festive Birthday Cake tea flavored with roibos and honeybush, with rainbow sprinkles.



Jacek Chocolate Couture The Stella Dark Chocolate Bar is handmade and made of 85% dark chocolate with tropical green tea and cocoa nibs.

How about a tea popsicle?

Water-Based Frozen Desserts are the sub-category with the greatest growth.

After zero launches 2011-2013, two appeared last year and as of September 2015, seven have hit the shelves. A quick Pinterest search returns many results for tea popsicles with flavors such as:

- Green Tea Coconut
- Roasted Blueberry & Cream Matcha
- Iced Tea & Fresh Fruit
- Watermelon or Boozy Peach Sweet Tea
- Thai Iced Tea
- Passion Tea Lemonade
- Earl Grey Latte
- Ginger Peach Green Tea



DeeBee's Organic TeaPops Toasted Coconut Rooibos Tea Bar is made with organic and fair trade rooibos tea, and tropical fruit. The low fat product is free of caffeine, GMO, gluten, dairy, refined sugar and anything artificial, kosher and organic certified, has 70 calories, and is suitable for vegans.



Roasted Blueberry and Cream Matcha Popsicles | With Food + Love



Must try: Ginger Peach Green Tea Popsicles - Will Cook For Smiles



Iced Tea Fruit Popsicles made with fresh summer fruit & iced tea. #raw #vegan #paleo



Tea in Dairy Products

Dairy-Based Frozen Products is the number four most popular sub-category for tea flavors in North America, but we see the flavor reaching out into other dairy categories, as well. The most interesting find was Matcha & Dark Chocolate Butter from Churn Sweet Flavors Gourmet Handmade Butters in Canada.



Tea-rrific! Ice Cream Masala Chai Ice Cream is made with blended black and rooibos tea and sweet aromatic and peppery spices. This all natural product has been made with hormone-free cream, non-fat dry milk, eggs, and organic evaporated cane juice. The premium product is free from stabilizers, gums, corn syrup, preservatives, artificial flavors and colorings.



Sartori BellaVitano Chai Flavored Reserve Cheese is described as East meets West in this exotic pairing with the spiciness of Chai and the creamy and sweet BellaVitano cheese. (They also have an Espresso flavor cheese.)

ICE CREAM SHOP SPOTTINGS

Baskin-Robbins Raspberry Sinceri-Tea

Sorbet made with Rainforest Alliance Certified™ black tea and a raspberry sorbet swirl.

Humphrey Slocombe Earl Grey Plum

The San Francisco ice cream shop launched this summer flavor, and it's reported that the tea's hint of spice balances the egg and cream base, and "the plum heightens the flavor with a slight acidity."



Tea in Snack Foods

Last spring two tea flavored hit the market globally. In Japan, Frito Lay launched Matcha Green Tea Latte Flavor Caramel Popcorn that highlighted both sweet and bitter flavors.

The U.S. product went the chai flavor route, featuring the warm spices consumers here enjoy. (Pumpkin spice, anyone?) It debuted about the same time as the Starbucks Oprah Chai Tea Latte, which introduced the flavor to even more consumers.

SPOTTED IN CHICAGO

Bang Bang Pie Shop created a cherry pie featuring cherries steeped red roibos tea with pink peppercorn for a floral, spicy, and bittersweet flavor.

Waffles Cafe has a green tea Wonut (waffle/doughnut) on their menu made with Japanese matcha powder, candied pistachios and ginger.



Masala Pop Chai Masala Popcorn with Assam Tea is hand blended with a fusion of black Assam tea, cinnamon, cardamom, ginger, nutmeg, cloves and black pepper. These warming spices create an exotic and low calorie treat that is intricately flavored and melts in the mouth.



Kii Naturals Cinnamon Chai Slow-Baked Artisan Granola is slow-baked to help fruits and nuts retain their natural oils and sugars. The granola contains no artificial ingredients, zero trans fat, zero cholesterol, and no preservatives, and is made with authentic ingredients from where they grow naturally.



Tea in Alcoholic Beverages

Owl's Brew is marketed as "the first ever tea crafted for cocktails." It is an all-natural product that is brewed-up from whole tea leaves, fruits, spices and herbs, with no added or artificial flavors. Owl's Brew was developed as a less sweet, more flavorful, more interesting, fresher mixer to liquors such as rum, whiskey or vodka. Available flavors include English Breakfast and lemon peel, with lemon juice and lime juice and white tea, pomegranate, lemon peel, and watermelon juice.

Williams-Sonoma Chai Latte Sweet Syrup can be used to add a flavorful twist to coffee, cocktails, sodas and desserts. The product features fragrant chai tea, creamy Madagascar bourbon vanilla and a blend of exotic spices with agave nectar to add delicate sweetness.

Chai Spiced Imperial Russian Stout is a one-time-only beer added to their "Odd Beers for Odd Years" series, that incorporates cinnamon, cardamom, clove, ginger, a dash of black pepper and a dose of black tea to emulate the aroma and taste of authentic chai tea.

Hey Y'All Southern Style Hard Iced Tea is a flavored vodka alcoholic beverage that is brewed with genuine black tea and lightly sweetened with can sugar. It is recommended for summer barbeques and front porch sipping.



FONA CAN HELP!

Let FONA's market insight and research experts translate these trends into product category ideas for your brand. They can help you with concept and flavor pipeline development, ideation, consumer studies and white space analysis to pinpoint opportunities in the market.

Our flavor and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend. We understand how to mesh the complexities of flavor with your brand development, technical requirements and regulatory needs to deliver a complete taste solution.

CONTACT OUR SALES SERVICE DEPARTMENT

at 630.578.8600 to request a flavor sample or visit www.fona.com.

SOURCES

1. Mintel GNPD
2. Mintel Food & Drink
3. <http://www.seriousseats.com/2015/06/how-to-make-coffee-ice-cream-recipe.html>
4. <http://www.theowlsbrew.com/>
5. <http://wcbe.org/post/weeknight-kitchen-vietnamese-coffee-ice-cream#stream/0>
6. <http://www.eatout.co.za/article/eat-now-petes-super-natural-ice-cream/>
7. <http://ww2.kqed.org/bayareabites/2012/06/23/the-humphry-slocombe-ice-cream-book-review-and-recipe-for-blue-bottle-vietnamese-coffee-ice-cream/>
8. <http://www.saveur.com/article/Recipes/Vietnamese-Coffee-Ice-Cream>
9. <http://www.sandiegouniontribune.com/news/2015/sep/12/pumpkin-spice-foods-starbucks-latte/>
10. <http://www.prnewswire.com/news-releases/alpina-foods-introduces-cafe-selections-first-line-of-yogurt-on-the-market-made-with-real-coffee-300057087.html>
11. <http://www.ryot.org/is-coffee-healthier-than-tea/923187>
12. <http://www.bloomberg.com/news/articles/2015-02-19/coffee-s-great-u-s-panel-says-in-official-diet-recommendations>
13. <http://www.scaa.org/chronicle/2015/04/06/the-millennial-marketplace-shifting-values/>
14. <http://www.ncausa.org/i4a/pages/index.cfm?pageID=924>
15. <http://www.howsweeteats.com/2015/08/vietnamese-iced-coffee-ice-cream/>
16. <http://www.splendidtable.org/recipes/vietnamese-coffee-ice-cream>
- 17.
18. <http://tamingofthespoon.com/vietnamese-coffee-ice-cream/>
19. <http://www.stevespaleogoods.com/paleo-bar-bacon-eggs-coffee-p/paleobar-baconeggcoffee.htm>
20. <http://www.girardssaladdressing.com/products/product/306/girards-barista-balsamic-dressing>
21. <http://www.gooseisland.com/showBeer.html?name=fulton-street-blend>
22. https://www.davidstea.com/ca_en/search/page2?q=chocolate
23. <http://www.teausa.com/14655/tea-fact-sheet>
24. <http://www.foodnavigator-usa.com/Markets/U.S.-tea-sales-climb-as-consumers-seek-healthy-drinks-new-flavors>
25. <http://blog.euromonitor.com/2015/08/tea-or-coffee-what-do-consumers-in-the-americas-prefer-part-1-the-changing-tea-market.html>
26. <http://www.scaa.org/chronicle/2015/04/06/the-millennial-marketplace-shifting-values/>
27. <http://www.worldteanews.com/insights/greatest-tea-retail-expansion-era-begun>