## SPIKE IT - HARD COFFEE & TEA

As long-time favorites in the beverage space, coffee and tea bring a sense of energy and renewal to consumers' daily lives. But consumer interest doesn't stop there. Our experts are also spotting opportunity in flavored ready-to-drink (RTD) hard coffee and tea beverages. Let's take a look.





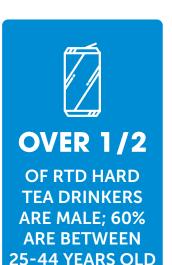
**30%**OF CONSUMERS DRINK COFFEE ON A REGULAR BASIS, SO WHY NOT SPIKE IT?

- Nearly 2 of 3 males have already consumed RTD Hard Coffee.
- Nearly half of females have never consumed it but are open to trying.

FAVORITE FLAVORS: Vanilla Créme, Caramel



42%
OF MEN ARE
INTERESTED IN
REFRESHING HARD
COFFEE FEATURING
BERRIES



## FRUIT & DESERT INSPIRED FLAVOR INTEREST

Consumers are interested in flavors like berries and orchard fruits such as apples and pears



More than 1/2
 of consumers
 said they are
 interested in
 desert-inspired
 flavors

TASTE
IS THE GREATEST
PURCHASE
DRIVER



INTERESTED IN OUR STUDY? Let's Talk.

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Mintel, RTD Alcoholic Beverages, US, November 2019 FONA, Proprietary Study, July 2020