

## Brands Should Deliver Brain/Mood Benefits

### Mintel Shares Perspective on Consumers' Next Expectations

Consumers are increasingly seeking F&B products that offer benefits related to focus and productivity, according to Mintel's 2023 Global Food and Drink Trend 'Staying Sharp.' Their research revealed that 40% of U.S. consumers aim to include items in their diet that support healthy brain function. Mintel emphasized that brands have an opportunity to help consumers optimize mental performance but pointed out that there is work to be done to encourage adoption. While benefits like strengthening the immune system are more popular, interest in mental and cognitive benefits is growing. Brands can seize this opportunity by exciting consumers about brain and



mood health benefits.

Natural caffeine and B vitamins as key players in the next wave of functional food and drink launches. Brands can educate consumers about these alternatives, emphasizing sustained energy and fewer side effects.

This evolving market offers opportunities for blends that reduce side effects while optimizing cognitive benefits and support focus and mental clarity.

## TEA RECIPE

### Sweet Tea Margarita

#### SINGLE SERVE:

- 2 oz. sweet black tea
- 2 oz. freshly squeezed lime juice or sweet & sour mix
- 1.5 oz. tequila
- .5 oz. triple sec
- Garnish with sugar for rim & lime slices

#### Method:

Mix together the tea, lime juice, tequila and triple sec in a cocktail shaker with ice.

Shake 20-30 seconds until well blended and chilled.

Pour over crushed ice.



## It's happening across the pond...



### Violas Restaurant, Covent Garden, London

Blue Matcha – Matcha, blue pea flower, milk, edible flowers and freeze-dried fruit



### Weisser Wind Café, Zurich

Orange flavored iced tea with mint garnish served with ½ carafe of undiluted refill. Branded post card with reservation names posted at each tabletop



### Manor Department Store, Basel, Switzerland

"Grab & go" iced tea and herbal flavored waters in clear bottles, plunged into ice



### Odeon Café, Zurich

Hot tea served on a tray with a saucer over hot water, keeps water hot and makes a nice presentation with a cookie and cubed sugar



## Open Brew vs. Filter Pack

When it comes to serving iced tea in restaurants, hotels, c-stores and other segments, the more convenient choice really depends on your foodservice business.

Open brew allows for more flexibility in tea selection, strength and allows for smaller batch brewing, but it may take slightly more time to measure and prepare loose tea leaves for brewing. Open brew offers a wider variety of flavors and profiles, allowing for more customization, perfect for specialty tea operations.

Pre-measured and enclosed in bags, filter packs are quick and easy to use and provide easy cleanup. They offer a consistent taste which makes them ideal for maintaining a standardized tea flavor in multi-unit chain restaurants.



## Merchandising Support

To assist our clientele in attracting consumers with enticing food and drink options, we offer a variety of merchandising tools to help promote refreshing iced tea to your customers. With each of our tea programs, we can assist with promotional items such as dispenser wraps, flavor tags, product labels, and table tents.



Dispenser Wraps



Hang Tags



Flavor Tags



Table Tents

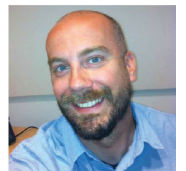
## FOODSERVICE TEA FACTS

- Q** What are some of the best practices to avoid brewing cloudy iced tea?
- A** One of the easiest ways to not experience cloudy tea is to avoid shocking the brew. When brewing with a pourover coffee maker, be sure to add tepid, filtered water **SLOWLY** to the carafe portion of the brewed tea concentrate.

Cold water, introduced quickly will not allow the tea to mingle with the H<sub>2</sub>O resulting in a visible, cloudy beverage.

## THE LAST SIP

Tea is the most profitable beverage on the menu, and operators who bring attention to their tea will sell more of it. From point-of-sale to urn wraps or stickers, our merchandising support team has the expertise to help drive your tea sales and boost your profit margin.



- Trevor McSwain, VP Foodservice Sales