



### Sustainability A Focus for Consumers and Brands

#### Mintel Identifies Key Global Consumer Trends for 2024

According to Mintel's recent research, the global consumer market in 2024 will be shaped by key trends. These trends are related to the importance of social bonds, the need to cope with environmental issues, and the ambiguity of how artificial intelligence will affect us.

A key focus, being sustainable in everyday life is not sufficient; both consumers and brands have to face the fact that adapting to a new climate situation is essential.

Consumers are more and more aware that a passive attitude towards the climate emergency is not effective to deal with environmental problems. Brands have to change from traditional methods that rely on zero-sum sustainability actions,



to constant innovation and practical solutions that challenge the limits of what's feasible and needed. By showcasing progressive approaches, brands can change the way they communicate about climate from simply lowering their carbon emissions to actively restoring and contributing to the world. Motivating consumers to have a sense of mission and hope, trusting that their joint efforts can have a positive influence on the planet's health, will build loyalty.

## TEA RECIPE

### Peach Tea Refresher

#### SINGLE SERVE:

- 3/4 C Peach Iced Tea
- 2-1/2 T Simple Syrup
- 1 T Freshly Squeezed Lemon Juice
- 1-1/4 C Tonic Water
- Ice
- *Optional: Freshly Sliced Peaches and Fresh Herbs for Garnish*

#### Method:

Combine the peach tea, simple syrup, lemon juice and tonic water in a jar or cocktail shaker.

Pour over ice into two glasses. Garnish and serve!



## Common Attributes of Iced Tea

**COLOR:** Ranges from pale yellow to dark brown, depending on the type and amount of tea leaves used, steeping time, and presence of any additives such as lemon, milk, or sugar. Generally, black tea produces a darker color than green or white tea, and herbal teas can have different colors depending on the ingredients.

**CLARITY:** How transparent or cloudy is the tea? Clarity can be affected by water quality, brewing temperature, steeping time, and additives used. Some factors that can reduce the clarity are hard water, high temperature and oversteeping.

**BODY:** How thick or thin it feels in the mouth. Body can be influenced by type and amount of tea leaves used, brewing method, and additives used. Generally, black tea has a fuller body than green or white tea, and herbal teas can have different body depending on the ingredients.

**FLAVOR:** Different types of tea have different flavor profiles, such as floral, fruity, nutty, smoky, or earthy. Brewing method can also affect the flavor, such as hot brewing or cold brewing.

## Looking back at Red Rose Tea

When Theodore Estabrooks founded Red Rose in the 1890s, tea was sold loose from tea chests and its quality was wildly inconsistent. Recognizing that tea drinkers deserved something better, he dedicated himself to producing a quality blended tea that was consistent from cup to cup. For over 125 years, we've kept that promise. We're committed to providing you with a perfectly balanced, great-tasting tea.



## Taste the Love in Every Cup

For more than a century, Red Rose Tea has helped create memories to last a lifetime. Tea drinkers savor life's moments with Red Rose Tea's collection of time-perfected blends including black, decaffeinated and specialty teas. Red Rose brings together premium tea leaves from the world's finest mountain estates for consistent quality and great taste.



*Red Rose is the #2 selling branded 100ct Black Tea and 48ct branded Decaf Black Tea product in the U.S. The Original blend recipe has not changed since 1894, and is now enhanced by Harris Tea source estates*

## FOODSERVICE TEA FACTS

- Q** How can foodservice operators brew delicious, clear tea that their customers will love?
- A** It's easy to improve the visual appeal and flavor of iced tea by brewing with filtered water and using filtered ice.

Avoid using reverse osmosis (RO) water as it removes essential minerals, resulting in a weak taste. Instead, attach a filter cartridge to your tea brewer for crystal-clear water that retains those vital minerals.

## THE LAST SIP

Harris Tea is pleased to announce that our Marietta, GA and Moorestown, NJ facilities received AA+ ratings on their recent unannounced BRCGS food safety audits. "We're proud to continue our relationship with BRCGS, our GFSI (Global Food Safety Initiative) certifier since 2009. We learn from each audit, helping us to continuously improve our programs."



- Eileen Lauth, SVP Quality and Compliance