



### The Profitability of Iced Teas:

#### A Refreshing Boost for Foodservice Businesses.



As the summer heats up, so does the demand for cool and invigorating beverages. Among the stars of the summer menu, iced teas and flavored iced teas. Here's why they're not just thirst-quenchers but also profit-boosters:

#### Cost-Effective Offering

Iced teas are a cost-effective and highly profitable. A simple blend of tea, water, and ice can yield impressive margins. Unlike elaborate coffee concoctions that require pricey syrups and dairy alternatives, iced teas keep costs in check. Whether it's a classic black tea, a southern sweet tea, or a flavored variety, teas are profitable.

#### Up-Selling Potential

Iced teas are the ultimate up-sell. A customer ordering a sandwich or salad? Suggest a refreshing iced tea pairing. Consider offering flight samplers – a trio of different iced teas – for curious patrons. Up-selling beverages

can significantly impact your overall check averages.

#### Instagram-Worthy Presentations

Visual appeal matters. Iced teas, with their vibrant colors, fruit garnishes, and stylish glassware, are Instagram gold. Customers love sharing their delightful beverage experiences online. Leverage this by creating photogenic presentations. A well-styled iced tea can attract new customers and keep regulars coming back for that perfect summer drink.

#### Year-Round Appeal

While iced teas thrive in summer, they're not limited to a single season. Offer refreshing iced teas any time of year. By promoting iced teas year-round, you ensure a steady stream of revenue.

**Iced and flavored teas aren't just refreshments; they're profit generators. So, get ready and watch your beverage sales soar.**

## TEA RECIPE

### Popping Palmer

#### ONE SERVING:

- 6 oz. Sweet Iced Tea
- 6 oz. Lemonade
- 2 oz. Lemon Popping Pearls\*
- 1 Lemon Sliced
- Ice

#### Method:

Fill glass with ice, add pearls, lemonade and tea.

Garnish with lemon slices or fresh herbs and serve!

*\*Popping Pearls are small, round and colorful. They resemble traditional tapioca pearls often found in teas, yogurt, shaved ice and other treats. When you bite into a popping pearl, the thin shell breaks, releasing the fruity liquid inside, adding a burst of taste and a textural experience to your beverage.*



## TEA TRENDS TO WATCH

- According to the Food Institute's Bev 50 Annual Survey, iced tea – both sweetened and unsweetened varieties – has jumped from the seventh most popular drink to the third most popular in the U.S.
  - Millennials are the most likely to drink tea, with black and green tea being their favorites.
- Source: The Hill, Americans are drinking more tea, 2024**
- The latest consumer travel trend, Tea Tourism is a growing market with several companies offering customized tea tours to destinations such as Nepal, South Korea, Sri Lanka, India, and Japan.

**Source: Tea Institute, 2024**





## Meet Visvajit De Alwis, Harris Tea Sr. VP Procurement

Visvajit De Alwis spends a lot of time on airplanes. As the Harris Tea Senior VP of Procurement, he explores the world acquiring teas, flavors, herbs and even sugar for the company. He

has traveled extensively to 13 origins of tea around the world including Argentina and many countries in Africa and Asia. Having lived on four continents and eight countries in different parts of the world including Sri Lanka (Ceylon), Malawi, Kenya, Indonesia all of which are tea origins, he has a unique understanding of the nuances of teas from these various regions.

So, it's easy to see how one of Visvajit's responsibilities include helping customers learn

more about tea, helping them identify and differentiate black and green teas from around the globe. This broad-brush lesson is just a tiny part of sharing Visvajit's vast tea knowledge, but this education makes everyone a more informed tea buyer and consumer.

In his position, Visvajit is also responsible for global freight and custom clearances through delivery to the Harris Tea facilities. His extensive knowledge makes him a valuable asset to both our customer base

and the tea industry.

In his free time, Visvajit plays competitive squash and at one time, was on the Sri Lanka National Squash Team for many years and captained the team as well.

### **What type of tea does Visvajit enjoy?**

He actually creates his own small blend consisting of teas from Kenya, Ceylon, Assam, and Rwanda.



## FOODSERVICE TEA FACTS

- Non-alcoholic beverage prices rose 6.6% at restaurants nationwide in the last quarter of 2023, while alcoholic drink prices went up a mere 1%.\*
- Tea is more popular than regular coffee in 31 states.\*\*
- In Q1 2024, guests across the U.S. paid an average of \$3.74 for tea, \$3.08 for a cup of regular coffee, \$5.14 for cold brew and \$5.46 for a latte.\*\*

\*Technomic | \*\*Toast - Most Popular Coffee and Tea Trends Report Jul/2024

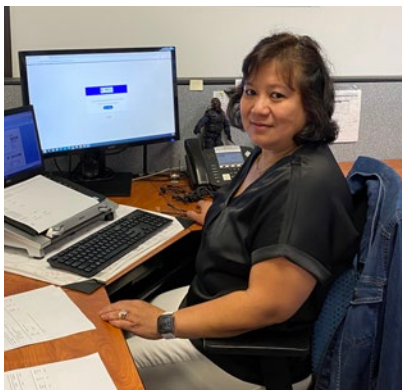
## THE LAST SIP

"As part of our continuing support after the sale, we can help provide a comprehensive equipment and service program for our customers. By utilizing a 24/7/365 US based call center and a National Network of Field Service Technicians, we are able to provide installations, rollouts, reactive service, equipment recovery, refurbishment, and warehousing as well as serial number tracking and cost reporting. We utilize best in class equipment manufacturers for our recommended equipment options."

- Matthew Bevevino, Nat'l Equip & Service Manager



## Meet Star Nazareno, Harris Tea Senior Account Manager



Star Nazareno is instrumental in maintaining the day-to-day contact with many of our key accounts and buyers. Often referred to as the "glue" between departments, Star coordinates the internal sales orders and oversees them through shipping and delivery.

After almost 15 years with Harris Tea, Star's extensive

experience is appreciated both internally and by our customers. She has a unique ability to forecast needs and help support accounts with exceptional customer service. And with some larger accounts needing daily oversight and communication, it's crucial to have Star's intuitive attention to detail that always meets and exceeds customer expectations.

Originally from the Philippines, Star has lived in New Jersey with her husband since 1994. She likes to garden and especially loves cooking for her friends and family.

### **What is Star's favorite tea?**

She blends her own mix of green and black tea and occasionally enjoys Ready Sweet iced tea.