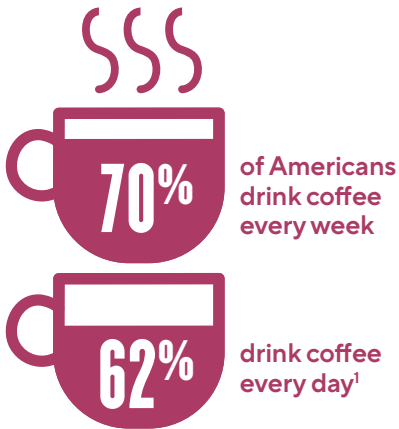


DID SOMEONE SAY Iced Coffee?

Give coffee lovers a satisfying fix no matter what the thermometer says. Take a look at the trends and profitable opportunities in one of the fastest-growing beverages in foodservice: cold coffee.

COFFEE IS KING



Average consumption among coffee drinkers in the United States is 3 cups of coffee per day²



Iced coffee has seen menu growth of 19% within the last 4 years³

THE COLD TRUTH About Cold Coffee

COLD COFFEE COMMANDS

16-68%

higher menu price than regular coffee⁴

With an 80-90%

PROFIT MARGIN

it's a trend worth your attention⁴

Cold brew has seen a **MENU GROWTH** of

245%

in the last 4 years—and 24% in the last year!³

COLD COFFEE is among the

TOP 5

FASTEST GROWING BEVERAGES in foodservice⁴

Iced coffee is **DRIVING TRAFFIC** among **YOUNGER** consumers⁵



VARIETY IS THE SPICE OF LIFE

Top 10 Flavors and Varieties of Iced Coffee³

1. Thai
2. Frappe
3. Vanilla
4. Mocha
5. Caramel
6. Vietnamese
7. Chocolate
8. Hazelnut
9. Cream
10. Frappuccino



It's Always COFFEE TIME!



65% of all coffee is consumed during breakfast hours

30% between meals

5% with other meals.²

As you can see, it's the ideal time to consider bringing in some cool new coffee drinks to your operation.

For consumer-loved coffee brands and cold-coffee equipment
visit [SmuckerAwayFromHome.com/IcedCoffee](https://www.smucker.com/awayfromhome/icedcoffee)
or contact your Smucker Away From Home sales representative.

¹National Coffee Association, March 26, 2020

²e-imports, Coffee Statistics 2021

³Datassential SNAP™ 2021

⁴Technomic 2019

⁵Datassential SNAP 8/10/20



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