



Sazerac House is an interactive, multifaceted complex that features an event space and a whiskey and bitters production facility, which offers complimentary self-guided tours, interactive cocktail exhibits and exclusive spirit tastings. Courtesy of Sazerac House.



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Forward Thinking: Beverage Buzz

Market activity is being driven by ready-to-drink coffee, hard coffee, chocolate profiles, CBD-infused and functional beverages as well as smaller format quick service restaurants and consumer experiences.

The beverage category encompasses a large group of segments including non-alcoholic and alcoholic beverages. Beverages are fast-moving consumer goods and are a hotbed of innovation. Trendincite's *Perfumer & Flavorist* "Forward Thinking: Water Works" article, which appeared in March 2017, and "Forward Thinking: Liquid Assets, Part 1" article, which appeared in October 2015, explored non-alcoholic beverages. Many of the trends examined, such as bottled water, tea and protein beverages, remain relevant.

Current market activity is being driven by ready-to-drink (RTD) coffee, hard coffee, chocolate profiles, CBD-infused and functional beverages as well as smaller format quick service restaurants (QSR) and consumer experiences. Trendincite LLC would be remiss if activity in low and no-alcohol markets was not mentioned; however, Trendincite LLC addressed this trend in Tidbits issue 54 September/October 2019 "Lose The Booze And Raise

Your Glass To LONO Drinks” newsletter and therefore it was not included in this article^a.

In July 2019, GasBuddy surveyed more than 1,000 people and found that 51% of respondents reported that they purchase a beverage at a gas station c-store at least once a week, with 20% doing so daily^b. In addition, the top five types of packaged beverages purchased at gas stations are carbonated soft drinks, water, coffee, energy drinks and sports drinks. However, the better-for-you beverage trend is spilling into c-stores, when asked if respondents have “moved more towards healthier options compared to five years ago,” 44% of respondents agreed with the statement.

Coffee Buzz

According to the National Coffee Association USA (NCA), 63% of American adults drink coffee daily^c. Individuals are on-the-go and are no longer necessarily drinking or eating meals at home or even sitting down. Driven by time and convenience, consumers are opting for portable RTD coffee. NCA found that the under-40 demographic is driving remarkable growth in cold brew and ready-to-drink coffee with an 80% and 89% awareness of these beverages respectively. According to IRI, refrigerated RTD coffee sales increased 26.4% for the 52 weeks ending May 19, 2019 in total U.S. multi-outlets^d. Furthermore, the Beverage Marketing Corporation expects the category to experience a 2% growth with the RTD category maintaining a steady 10% annual growth rate. According to Nielsen data, RTD coffee dollar sales within the 52 weeks ending July 27, 2019 accounted for \$3 billion, up 16% versus a year ago^e. RTD coffee is driving innovation and 158 new RTD coffee offerings (up 14% year-over-year) have hit shelves with 89 new cold brews and 30 new iced coffees brought to market.

Coca-Cola’s Honest Tea company has expanded into the cold brew coffee market with its own line of RTD varieties in three flavors: Unsweet Black, Just a Tad Sweet Cubano and Just a Tad Sweet Mocha. The lineup debuted on the West Coast and is expected to roll out nationwide in early 2020. Kraft Heinz partnered with Baileys to launch a collection of non-alcoholic canned, RTD cold brews in two flavors: Irish Cream and Salted Caramel. Additional flavors are expected later in 2020. Dunkin’ has extended its RTD line with cold brew coffee in Caramel Black and



Califia Farms’ shelf-stable Nitro Draft Lattes with oat milk are available in four flavors: Mocha, XX Espresso, Black & White and Salted Caramel and are non-GMO, kosher, vegan and free of nuts, allergens, soy, gluten, carrageenan, BPA, dairy and preservatives. Courtesy of Califia Farms.

Midnight Black variants. For “brew it yourself” (BIY) consumers, Dunkin’ launched Cold Brew Coffee Packs. International Delight launched canned coffee in Caramel Macchiato and Oreo flavors, which, previously, have only been available in cartons. UK-based Equinox Kombucha released Espresso Coffee made with the brand’s own coffee cultures, “which lowers the caffeine content because of the fermentation process.” According to the company, the drink is 100% organic, raw and low-sugar, and comes in a fully recyclable slimline aluminum can or bottle made of 35% recycled glass.

Bluestone Lane, the Australia-inspired coffee chain, has debuted RTD Australian Iced Coffee and Cold Brew Coffee with a dash of either organic cow’s milk or Elmhurst 1925 oat milk. Califia Farms added shelf-stable, canned Nitro Draft Lattes with oat milk to its plant-based portfolio. The shelf-stable Nitro Draft Lattes are available in four flavors: Black & White, Mocha, Salted Caramel and XX Espresso and are non-GMO, kosher, vegan and free of nuts, allergens, soy, gluten, carrageenan, BPA, dairy and preservatives. Stumptown Coffee Roasters and Oatly have partnered on a new line of shelf-stable cold brew coffees made with Oatly oat milk. Offered in three flavors: Horchata, Mocha and Original, the beverages are packaged in 100% recyclable 11-oz Tetra Pak Prisma cartons. Monster Energy is riding the coattails of the plant-based craze with the release of Java Monster Farmer’s Oats, the brand’s first 100% vegan energy drink. It is made with oat milk, coffee and Monster’s energy blend that contains taurine, ginseng and guarana and packs 200 mg of caffeine.

In retail, Dunkin’ rolled out a new line of coffee beverages exclusively at the brand’s next-generation restaurants, which have an updated, modern atmosphere and new technologies such as cold brew and

^a <https://us9.campaign-archive.com/?u=1356b94e6d7f52b7da37108e&id=bb5ac1d870>

^b <https://www.beveragedaily.com/Article/2019/08/01/C-store-drink-consumption-is-up-20-of-Americans-shop-daily>

^c <https://nationalcoffee.blog/2019/03/09/national-coffee-drinking-trends-2019/>

^d <https://www.bevindustry.com/articles/92235-2019-state-of-the-beverage-industry-rid-coffee-cold-brew-sub-segment-drives-category>

^e <https://www.nielsen.com/us/en/insights/article/2019/how-the-coffee-category-became-a-hot-bed-of-innovation-for-the-u-s-grocery-market/>

nitro cold brew coffee on tap. The new beverages include: Cold Brew Latte, Shakerato (two shots of sweetened espresso swirled to create a cold foam layer) and Café Au Lait (dark roast coffee combined with steamed milk, available hot or iced).

Hard Coffee

According to Sean King, a UBS analyst, the hard seltzer category is currently worth \$550 million with the potential to reach \$2.5 billion by 2021^f. Driven by the popularity of hard seltzer and low proof drinks, coffee is the next emerging hard beverage.

In 2017, Bad Larry's launched Bad Larry's Cold Hard Coffee made with half high-quality cold brew coffee and half malt beverage resulting in 6% alcohol by volume (ABV) and 180 mg of caffeine per 11.5 oz can. In September 2019, MillerCoors and La Colombe collaborated on two hard cold brew coffees in Black and Vanilla flavors. The products are 4.2% ABV made from La Colombe's medium-roasted Colombian and Brazilian cold brew coffee,

^f <https://markets.businessinsider.com/news/stocks/beer-companies-stocks-best-for-hard-seltzer-boom-ubs-2019-7-1028400172>



Baileys Irish Cream Liqueur and Georgetown Cupcake collaborated on a limited-edition offering, Baileys Red Velvet, inspired by the bakery's number one selling cupcake. Courtesy of Baileys Irish Cream.



MillerCoors and La Colombe collaborated on two Hard Cold Brew Coffees in Black and Vanilla flavors. The products are 4.2% ABV made from La Colombe's medium-roasted Colombian and Brazilian cold brew coffee, cane sugar, natural flavors and alcohol. Courtesy of La Colombe.

cane sugar, natural flavors and alcohol. Black is described as “an authentic, smooth cold brew coffee with a delicate balance of sweetness and bitterness highlighted by notes of baker's cocoa,” and Vanilla is said to be “accented by rich vanilla bean and dark chocolate notes with a hint of vanilla sweetness that balances the dark, roasted flavors from the coffee beans.” An unexpected newcomer is Pabst Blue Ribbon which launched a 5% ABV hard coffee made with arabica and robusta coffee beans and American milk, described as “a great tasting vanilla infused premium iced coffee with a kick.” Alcoholic Mad Bean Coffee by Geloso Beverage Group is offered in Mocha Iced Coffee and Vanilla Iced Coffee variants with 4.5% ABV. In October 2019, High Brew Coffee and Colorado's New Belgium Brewing Company collaborated to create a coffee beer; Nitro Cream Ale Cold Brew has a 5% ABV and is available through February. Jägermeister announced the debut of Jägermeister Cold Brew Coffee which combines Jäger, arabica coffee and cacao with a 33% ABV and will be available in the U.S. and UK sometime later this year.

A Taste for Chocolate

Chocolate is a popular flavor in sweets such as desserts, confections and ice cream. Now its spilling into unexpected non-alcoholic and alcoholic beverages.

In May 2019, Nestlé partnered with Mars Wrigley for two candy bar flavored milks. Snickers Flavored Chocolate Milk “has bold, nutty notes mixed with chocolate and caramel flavors, while Twix Flavored Chocolate Milk features an even mixture of chocolate, caramel and cookie flavors.” Both products are made with real, low-fat, dairy milk with 14 gm of protein and 270 calories per 14 oz bottle. In October 2019, Blue Diamond added Almond Breeze Mexican Hot Chocolate to its range;

inspired by Latin American flavors, the non-dairy beverage is described as “rich and subtly spicy with traditional ingredients like cinnamon, red pepper and allspice.”

In October 2019, Baileys Irish Cream Liqueur and Georgetown Cupcake collaborated on a limited-edition offering, Baileys Red Velvet, inspired by the bakery's number one selling cupcake. The flavor is made with “real Irish dairy cream, creamy notes of vanilla cream cheese frosting and delicate cocoa notes of chocolate to perfectly replicate the indulgent taste of the delectable cupcake!” Pennsylvania-based brands Yuengling and Hershey have partnered to craft a limited-edition brew, Yuengling Hershey's Chocolate Porter, which highlights Hershey's chocolate with the caramel and dark roasted malts of Yuengling's Dark Brewed Porter. To coincide with the 50th anniversary of the first man to land on the moon, Guinness released the Over The Moon Milk Stout which is “characterized as a creamy, full-bodied stout with tastes of roasted malt, milk chocolate, caramel and rich coffee.” Budweiser and Jim Beam Bourbon created Budweiser Reserve Black Lager, a limited-edition drink with an “oaky aroma, coffee and chocolate notes, a toasted malt taste and an ABV of 7.1%.”

CBD-Infused & Hemp-Based

Trendincite's *Perfumer & Flavorist* “Forward Thinking: The Food & Beverage Industry Gets Lit” article, which appeared in August 2019, examined consumers' growing demand and interest in the rapidly evolving cannabis industry. According to Brandessence Market Research, the global CBD beverage market was valued at \$2.09 million in 2018

and is expected to reach \$11.38 million by 2025 with a 27.4% CAGR⁸.

The onslaught of new entrants continues with a variety of CBD-infused and hemp-based beverages ranging from water to plant-based milks to alcohol. In August 2019, Natural Hemp Co. introduced Day One CBD Sparkling Water Lemon, infused with 20 mg of broad-spectrum CBD and lemon fruit juice, which contains zero calories, zero carbs and no added sweeteners. Also, in August, UK brand Trip, unveiled three CBD-infused drinks with 15 mg of full spectrum CBD per can. The Elderflower Mint contains ginseng, l-theanine, mint, rooibos, chamomile and lemon balm while Peach Ginger features turmeric, ginseng, l-theanine, ginger, lemon balm and chamomile. In November 2019, in partnership with Plant People, Vita Coco debuted Vita Coco Infused with 20 mg of hemp extract per 330 ml can. Available in two flavors: Cardamom Lemon and Cloved Orange, each drink is formulated with coconut water, sparkling water and natural extracts. A Ginger Apple flavor is in the pipeline. Dallas-based Zakti launched a line of six CBD-infused teas such as Lemon Chamomile, Maliboda Ceylon Black, Monkey Picked and Peppermint. The beverages are offered in 12 oz bottles with 20 mg of CBD or 16 oz bottles with 40 mg of CBD. Otto's CBD Cider by Mirth Provisions is a non-fermented cider with 30 mg of CBD per 12 oz bottle available in Hopped Apple, Pineapple Passion and Pear Rhubarb flavors. Bolthouse Farms announced a new line of RTD CBD-infused beverages marketed under a new brand name with functional infusions and coffee beverages expected this year.

In December 2019, Truss Beverage Co., a Canadian joint venture between Molson Coors Canada and HEXO Corp, introduced Flow Glow, a natural spring water formulated with whole grape extract, organic blue agave and 10 mg of CBD. It is offered in Goji+Grapefruit and Raspberry+Lemon varieties. Truss has four additional beverages with CBD and/or THC in the works. Similarly, Fluent Beverage Company, the joint venture between AB InBev and Tilray cannabis company, announced the launch of non-alcoholic CBD-infused beverages in Canada.

Elmhurst 1925 introduced three new flavors to its hemp coffee creamers lineup: French Vanilla, Golden Milk and Hazelnut. The creamers are made with hemp cream and are gluten and dairy free, Non-GMO Project verified, vegan and kosher. In the UK, Good Hemp launched a line of CBD plant-based milks in Good Hemp CBD Barista Seed Milk, Good Hemp CBD Creamy Seed Milk and Good



In partnership with Plant People, Vita Coco debuted Vita Coco Infused with 20mg of hemp extract per 330ml can in Cardamom Lemon and Cloved Orange flavors. Each drink is formulated with coconut water, sparkling water and natural extracts. Courtesy of Vita Coco.

⁸ <https://www.marketwatch.com/press-release/at-of-274-cagr-cbd-beverages-market-size-to-surpass-usd-1138-million-by-2025-2019-08-27>

Hemp CBD Barista Seed Milk with 60 mg of full spectrum CBD. Good Hemp CBD Chocolate Hemp Milk is expected later this year.

In November 2019, UK brand Top Beverages, launched The Collections, a range of nine CBD infused spirits in three ranges: Classic, Signature and Spice. The Classic Collection offers Classic Gin, Rum and Vodka while the Signature Collection features Citrus Vodka, Mocha Rum and Super Gin. The Spice Collection has a Bloody Mary Gin, Masala Vodka and Spiced Rum. Each spirit is formulated with 50 mg of full spectrum premium CBD and has no added sugars, artificial colors or flavors.

Drinks with Functional Benefits

Like other food and beverage categories, consumers continue to seek health benefits and products that offer functional attributes. According to ResearchAndMarkets.com, the functional beverage market is projected to reach \$208.13 billion by 2024 and is forecast to witness a CAGR of 8.66% between 2019-2024^h.

Based on the success of Outshine frozen fruit bars, Nestlé USA has crossed categories and developed a new coconut water-based line of Outshine beverages in Blueberry Lemon, Strawberry Watermelon and Tropical Fruits varieties. Each 16.9 oz bottle contains 50 calories and no added sweetener and was “formulated to have all the benefits of coconut water without the polarizing taste.” Rebbl, the organic, plant-based beverage company, has extended its line with Sparkling Prebiotic Tonics formulated to support digestive health in four flavors.

Forest Berry features elderberry, blueberry, bergamot and craft-brewed Fair Trade Assam black tea while Mystic Mint combines craft-brewed yerba mate, peppermint, hibiscus and lemon. Ginger Gold has ginger, turmeric, lemon, vanilla and cayenne pepper and Cold-Brew Cola is a sparkling coffee tonic. In October 2019, Heywell launched its first line of RTD sparkling beverages in three varieties: Calm + Reset (blackberry ginger), Energy + Focus (strawberry lemon) and Energy + Immunity (grapefruit). In January, through its Lighthouse innovation incubator, Ocean Spray launched Atoka, an herbalist crafted, plant-based beverage line of Tea Tonics, Oatmilk Elixirs and Herbal Shots offered in four flavors across the three applications. Herbal Blend: 01 features cranberry, guayusa, ginseng and ginger “to elevate your day into focus,” while Herbal Blend: 02 highlights elderberry, reishi, rosehips, ginger and spices “to support your daily



Atoka is a new herbalist crafted plant-based beverage line of Tea Tonics, Oatmilk Elixirs and Herbal Shots offered in four flavors across the three applications. Courtesy of Atoka.

wellness journey.” Herbal Blend: 03 contains dark cherry, chamomile, hops and ginger “to help ease the tensions of daily life and quiet the busy mind,” and Herbal Blend: 04 has cranberry, linden flower, lemongrass, orange peel and ginger “to soothe the belly and your senses.” This month, Bolthouse Farms launched Bolts, a new line of five functional shots, in Digestion, Energy, Immunity, Metabolism and Wellness variants.

Pop & Bottle created Supers, a new line of functional Oat Milk Lattes made with fair-trade organic coffee and dates for sweetness in three flavors “that contain daily wellness benefits to help restore, glow and unwind.” The Classic+Antioxidants is a proprietary blend of antioxidants from coffee cherry to support immunity, Mocha+Adaptogens contain maca and ashwagandha to aid in stress defense and Vanilla+Collagen is formulated with 5 mg of marine collagen peptides to promote skin radiance. Designed to boost individuals’ skin and promote daily well-being, SkinTe launched Green Tea Grapefruit and White Tea Ginger, which contain 3,000 mg of collagen combined with herbs such as horsetail, hawthorn berry, passionflower and nettle root. Hibiscus Vanilla is the newest variant to join the line and is caffeine-free. A second caffeine-free option is in the works and expected later this year.

^h <https://www.prnewswire.com/news-releases/208-billion-functional-beverage-market---global-growth-trends-and-forecast-2019-2024-consumer-inclination-toward-non-alcoholic-beverages-300876065.html>



Elmhurst 1925 introduced three new flavors to its hemp coffee creamers lineup: French Vanilla, Golden Milk and Hazelnut. Courtesy of Elmhurst 1925.

Known for its range of collagen products, Vital Proteins added Strawberry Lemon and Peach White Tea flavors to the brand's Collagen Water collection. Debuting this spring, Vital Proteins will introduce Collagen Creamers in Coconut, Hazelnut, Mocha and Vanilla flavors.

In August 2019, Caribou Coffee, the Minnesota-based coffeehouse chain, leveraged the caffeine used in its signature coffee and moved into the energy drink category. Caribou launched four Bou-sted Caffeinated drinks, two energy waters and two energy beverages, each formulated with caffeine derived from coffee beans, ginseng and guarana extract. The canned Energy Waters are available in Grapefruit and Mixed Berry flavors while the Energy Beverages come in Dragon Fruit and Passion Fruit Orange Guava. Onsite at retail shops, consumers can try more Caribou Bou-sted Handcrafted Beverages in flavors such as Blue Cotton Candy and Spicy Pineapple. In October 2019, Celsius, the fitness beverage brand designed to provide healthy energy, accelerate metabolism and burn body fat, added Grapefruit Melon Green Tea to its line. Also, in October, Kirin launched Kirin Karada Free in Japan. It is a non-alcoholic beer with a Food with Functional Claim and is formulated with matured hop extract (S-Ignite) which is said to help reduce abdominal fat. London-based sparkling water brand Ugly has launched Energized: a new caffeine-infused line exclusively for the U.S. market. Each sparkling water contains 160 mg of caffeine per 16 oz can and has zero-calories in Berry, Lemon Lime, Peach and Pink Grapefruit flavors. Already available in Australia, Japan, Italy and Vietnam, in September 2019, Coca-Cola introduced Coca-Cola Plus Coffee, which is infused with Brazilian coffee bean powder, to South Africa as part of its expansion to 25 countries. In January, Coca-Cola released Coca-Cola Energy, Coca-Cola Energy Cherry, Coca-Cola Energy

Zero Sugar and Coca-Cola Energy Cherry Zero Sugar, each with guarana extracts, B-vitamins and 114 mg of caffeine per 12 oz serving.

Out the Door

Time-pressed consumers are living in a 24/7 world and are always connected. Convenience plays a significant factor in the choices individuals make and technology has impacted consumer behavior. QSRs are now digitally enabled from ordering to payment, and with the current technology, consumers basically do all the legwork. Consumers look at a menu, place an order and pay with very little or no human interaction. According to Mintel, 57% of consumers use kiosks to bypass the line and 55% use kiosks for a faster ordering process, 43% of consumers say they use kiosks because of the ability to customize their order and 38% feel kiosks are more accurate than ordering with a person¹.

According to Technomic's "Away-from-Home Beverage Study," 59% of total beverage sales are coming from just three segments: quick-service restaurants, coffee cafes and full-service restaurants¹. In addition, 40% of consumers will not purchase any beverage or will leave an operation if their preferred beverage is not available. Starbucks is already doing a brisk business and to address bottleneck issues in stores, Starbucks launched Starbucks Now in July in Beijing, China. Starbucks Now is a pick-up cafe that lets customers order in advance on mobile phones and collect their items in these specialty "express" shops without the wait. Building off its success, in November 2019, Starbucks launched a pick-up cafe in New York City's Penn Plaza. Starbucks may eventually roll out similar pick-up locations

¹ <https://www.mintel.com/press-centre/nearly-three-in-10-americans-say-technology-is-ruining-the-hospitality-industry>

³ <https://www.technomic.com/newsroom/beverage-category-ripe-opportunity-through-driving-takeout-occasions-offering>

in other cities including Boston, Chicago, Seattle, San Francisco and Los Angeles. In September 2019, Caribou Coffee began testing five small-format “Little Blue Cabin” stores in Jordan, Burnsville, St. Peter, Big Lake, and Willmar, Minnesota. The smaller concept, freestanding locations will have a drive-thru and walk-up windows but no interior seating. According to the brand, the Cabins are designed to “capture the brand’s Northwoods feel and deliver on guest convenience, speed, and efficiency.” Goffee (like “go-coffee”) is a new subscription service that combines on-demand delivery with third-party coffee curation for offices in New York City. Companies place daily orders for up to 120 employees from 25 different coffee brands, including Starbucks, Dunkin’ and Blue Bottle. Goffee buys the coffee beans wholesale from each branded coffeehouse partner, grinds the coffee, prepares each order off-premises and then delivers.

At the end of October 2019, Walmart announced that consumers can shop for alcohol online and consumers will be able to pick up wine and beer along with their other grocery purchases at more than 2,000 Walmart locations across 29 states. In California and Florida Walmart offers alcohol delivery in more than 200 stores.

Consumer Experiences

Like other consumer packaged goods, beverage brands are continually looking for ways to draw consumers in and are creating experiential and engaging environments to attract consumers and showcase their products.

To tap into coffee trends and cultural experiences, the JM Smucker Co. launched Café Bustelo, three-month pop-up cafes in growth markets like Houston and Philadelphia. In March 2019, Café Bustelo launched a pop-up café in Houston and in July 2019 the brand moved the pop-up to Philadelphia. A converted shipping container was transformed into the pop-up using the brand’s iconic bright yellow color decorated with the Café Bustelo’s blue and red primary colors. The pop-ups served Cuban-inspired coffee drinks, snacks and sweets and featured tables and chairs on the roof. Sazerac House is a multifaceted complex designed as an interactive experience and features an event space and a production facility for whiskey and bitters which

opened in October 2019 in New Orleans. The space offers complimentary self-guided tours, interactive cocktail exhibits and exclusive spirit tastings. From October 16 through October 20, 2019, Reyka Vodka built the Reyka Vodka Glacier Pop-Up Cocktail Bar in the Arctic Circle on top of the Langjökull glacier. This location was chosen to showcase the brand’s uniqueness. This rare location is where Reyka Vodka’s glacial spring water is sourced, and lava rock gathered from a 4,000-year-old lava field to distill and filter the vodka in one of six copper Carter-Head stills steam-powered by a nearby geo-thermal hot spring.

A Look Ahead

The beverage market is fast-moving, innovative and caters to a variety of consumers with many different segments, flavor profiles and functional ingredients. Consumers’ time-crunched behavior is not waning and RTD beverages are an easy, portable option for individuals on-the-go. RTD coffee, hard coffee, CBD-infused and functional beverages as well as smaller format QSRs and consumer experiences will continue to drive new products.

Consumers are looking for foods and beverages to address their health needs. According to NPD, young adults ages 18-24 are becoming increasingly interested in using food to improve their health, choosing food and beverages with healthy profiles for 19% of their meals and snacks^k. Coffee is evolving and moving into its 4th wave. According to research from Mintel, when asked what consumers ideal bottled/canned cold coffee drink would include, U.S. RTD coffee consumers responded that they want options that include antioxidants (47%), promote brain health (40%), are anti-inflammatory (35%) or have added probiotics (30%)^l. Functional beverages will become more important and prevalent. Beverage lines are already being blurred and, as innovation continues, expect to see hybrid drinks that offer benefits. These new developments will give flavor suppliers, consumer packaged goods and the QSRs creative opportunities and challenges.

^k <https://www.npd.com/wps/portal/npd/us/news/press-releases/2019/us-consumers-desire-to-use-food-as-medicine-is-evidenced-by-emerging-superfoods/>

^l <https://www.mintel.com/press-centre/food-and-drink/functional-benefits-top-off-attributes-us-consumers-look-for-in-ready-to-drink-cold-coffee>



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