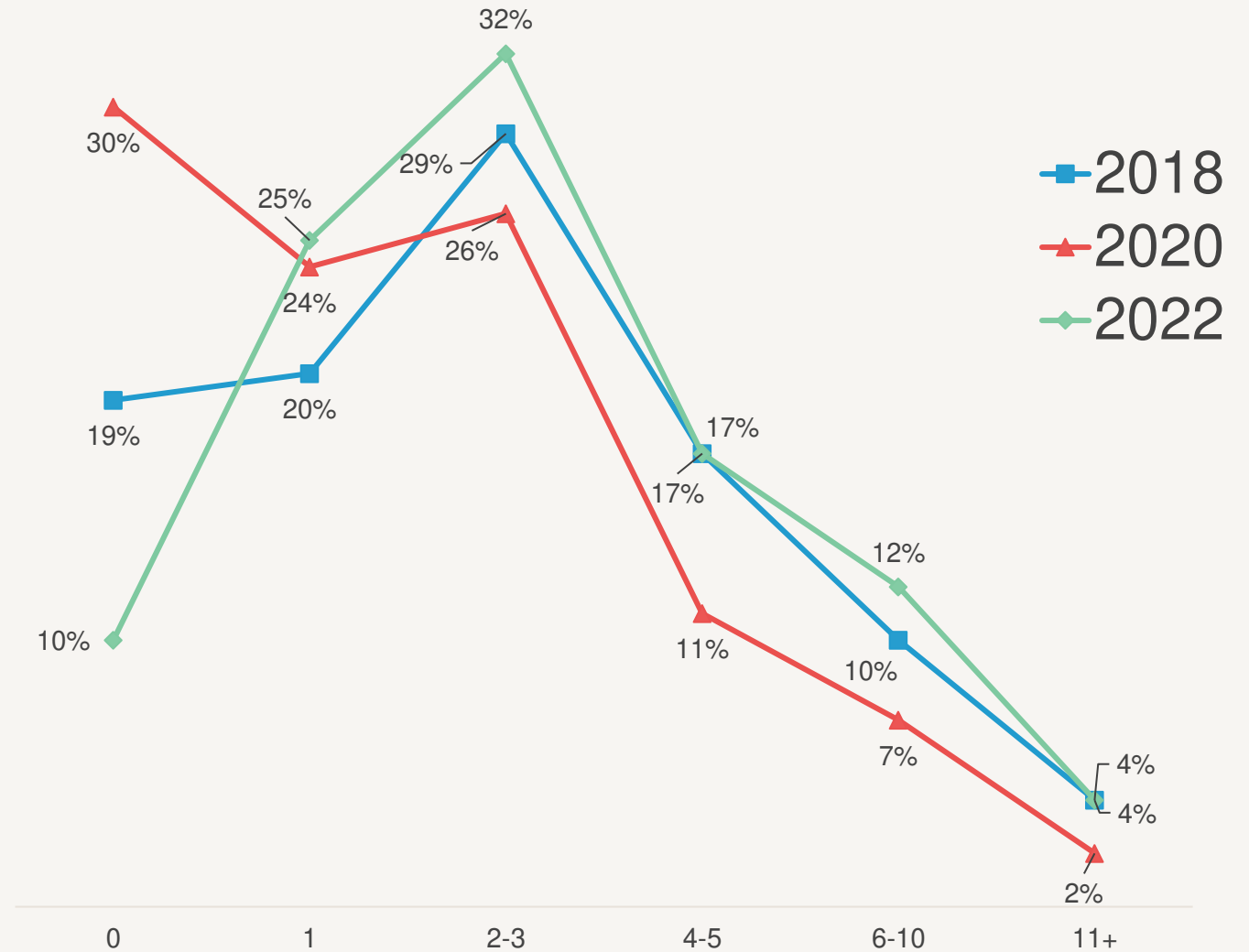


Beverage purchases today more closely resemble pre-pandemic behaviour

NUMBER OF BEVERAGES PURCHASED PER WEEK FROM FOODSERVICE

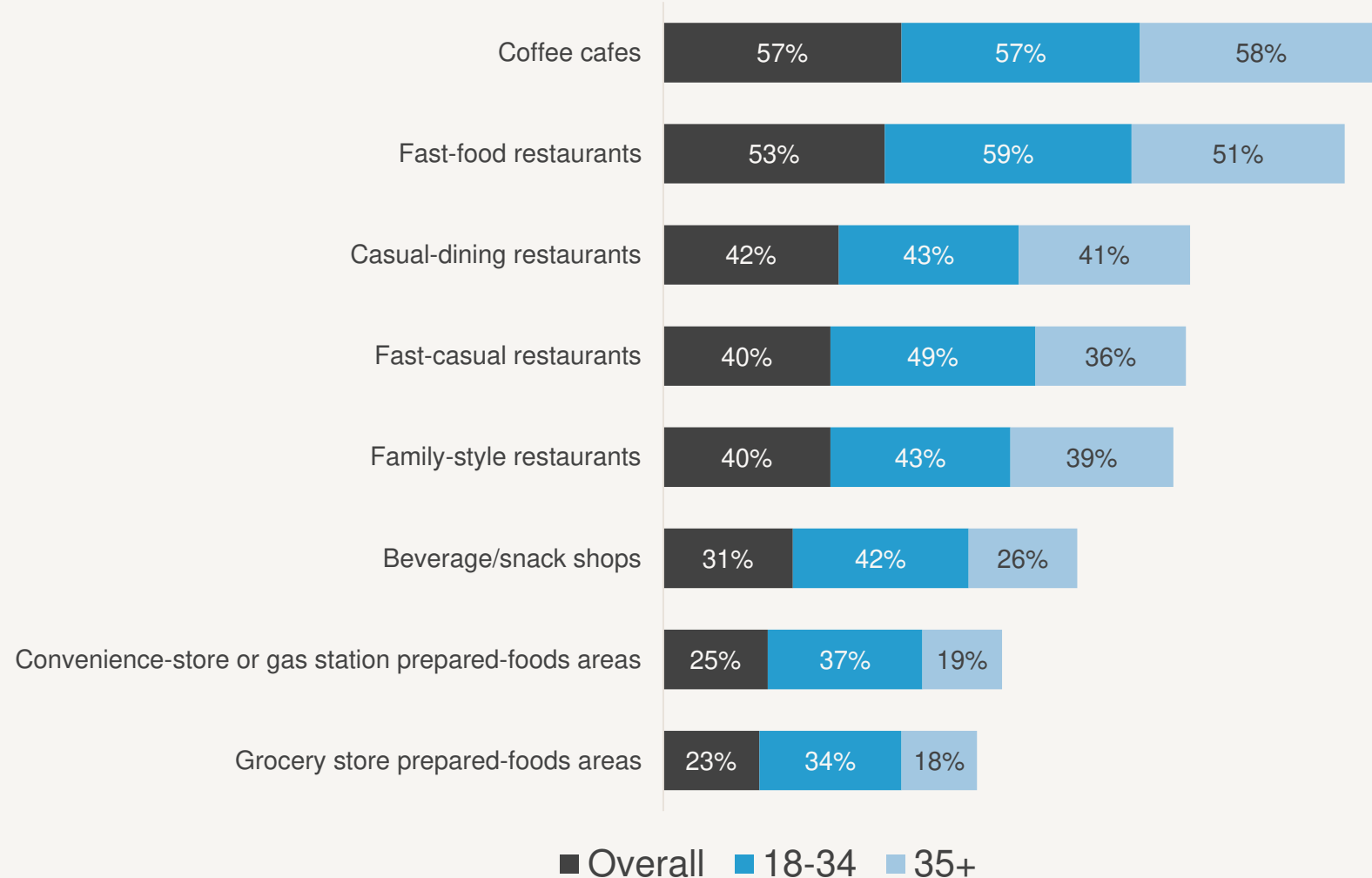


Base: 1,085 consumers (2022), 1,987 consumers (2020) and 1,337 consumers (2018)
Q: In a typical week, how many beverages do you typically purchase from restaurants or other foodservice establishments?

FREQUENCY OF BEVERAGE ORDERS BY SEGMENT

% WHO ORDER ALWAYS OR MOST TIMES WHEN VISITING

Compared to mid 2020, consumers are visiting casual-dining, fast-casual, family-style and beverage/snack shops more frequently for nonalcohol drink purchases

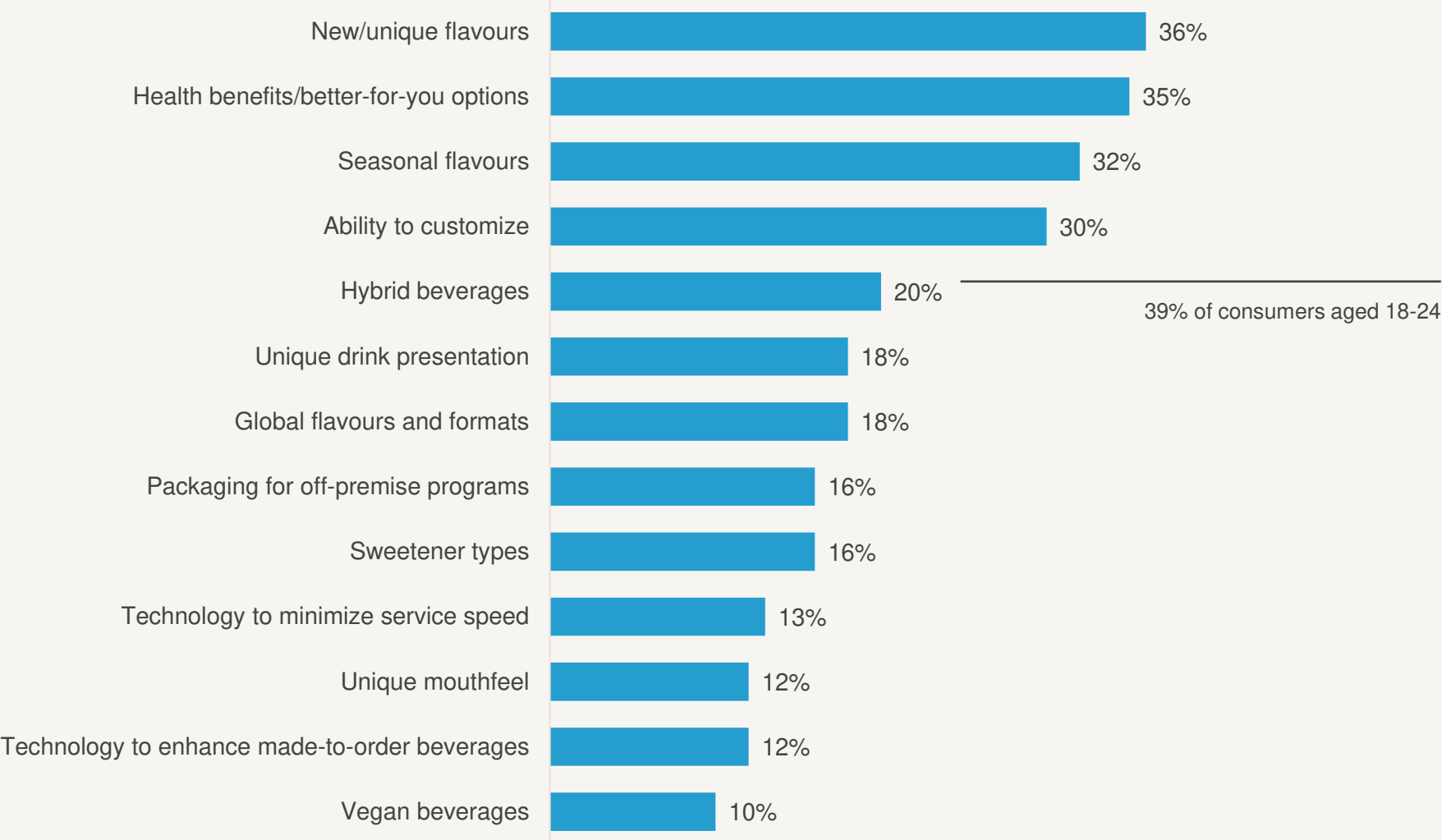


Base: 1,085 consumers who have purchased a beverage from foodservice in the past month
 Q: How often do you order nonalcohol beverages (excluding tap water) when you order from the following foodservice locations?

PREFERRED AVENUES FOR BEVERAGE INNOVATION

A third of consumers want innovation centred on flavours, health benefits, seasonality and customization

DESIRED BEVERAGE INNOVATION

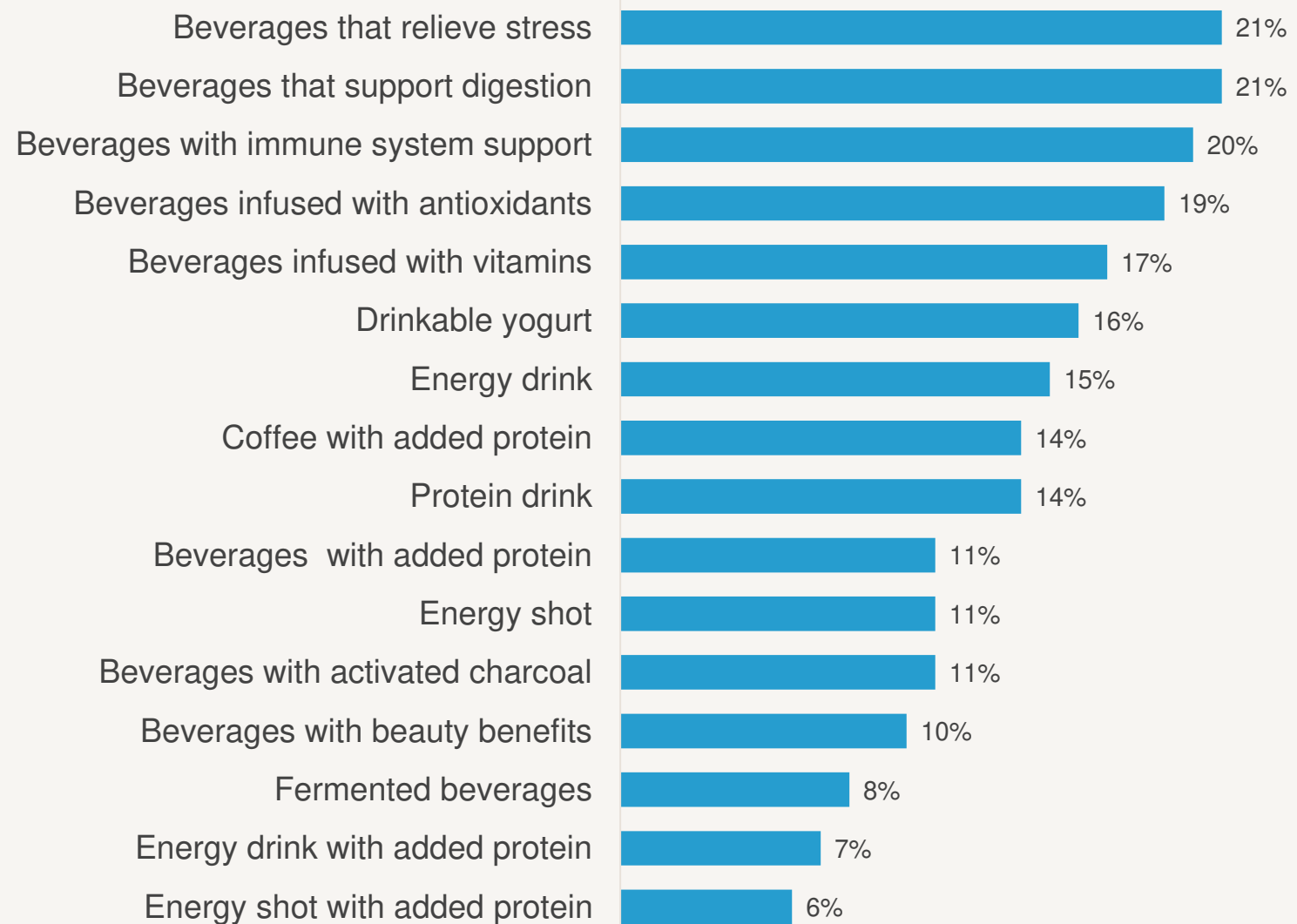


Base: 1,085 consumers who have purchased a beverage from foodservice in the past month
 Q: Through which of the following avenues would you like to see more beverage innovation at restaurants or other foodservice locations? Please select all that apply.

CANADIAN CONSUMER INTEREST IN FUNCTIONAL BEVERAGES

Consumers would consider functional beverages that relieve stress, support digestion and boost the immune system

FUNCTIONAL BEVERAGE INTEREST



Base: 325 consumers who have purchased a beverage from foodservice in the past month
Q: Which of the following functional beverages, if any, would you consider ordering from restaurants or other foodservice locations if they were available? Please select all that apply.

TRENDS | WHAT'S NEXT?

Calming Concoctions

Consumers' growing interest in functional ingredients that relieve stress

EG. mushrooms such as lion's mane, reishi and chaga; herbs such as ginseng, schisandra and astragalus; and cannabis influences like hemp and CBD oil.

Examples

- **Rooster Coffeehouse** in Toronto offers an Organic Reishi Hot Coca & Honey beverage on its Wellness Drinks menu.
- **Fresh Restaurants**, a plant-based brand in Ontario, offers many stress-relieving ingredients as drink add-ons, including reishi and chaga mushrooms, astragalus, schisandra and ashwagandha.



Image Source: Shutterstock

TRENDS | WHAT'S NEXT?

Creative Category Crossovers

Expect to see a growth in different nonalcohol beverage types fusing together in novel ways.

Espresso or chai-flavoured milkshakes, frozen lemonades, mocktail-inspired smoothies and **tea-based espresso drinks**.

Examples

- **Jugo Juice** launched a line of mocktail-inspired smoothies and tonics, including the pictured Mojito Tonic featuring virgin Caribbean rum.
- **Lettieri Espresso Bar and Cafe** introduced a *Tea Espresso line, which uses 100% rooibos tea to create six espresso-inspired hot and cold beverages.*

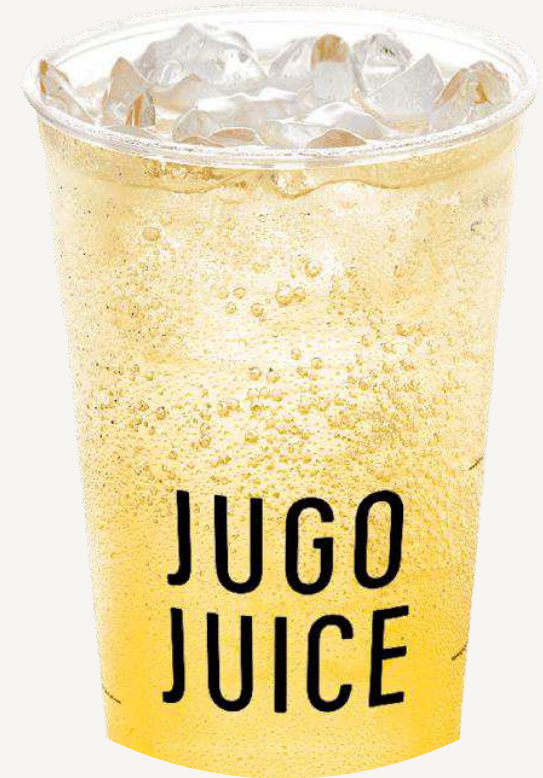
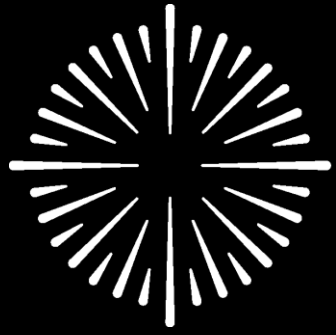


Image Source: [Jugo Juice website](#)



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