This report looks at the following areas:

- Changes in AFH frequency of coffee and tea ordering
- Consumer associations to AFH hot vs. cold coffee
- Consumer ordering motivations relating to coffee and tea
- Attitudes towards AFH coffee and tea

Foodservice coffee and tea purchases stabilized following spikes in 2022, hindered slightly by inflationary pressures and rising menu prices. While 32% of consumers are buying coffee from foodservice locations more often than last year, 22% have decreased their frequency, citing money savings as the top reason. With consumers being more cost-conscious, they are more motivated by promotional prices and loyalty rewards that can help stretch their dollar further, and may opt to order lower cost, simple drinks from restaurants.

Operators serving coffee that excel at covering the basics will fulfil consumer needs in the AFH coffee and tea category. Being able to deliver on simple coffee drinks at favorable prices will encourage patrons to explore more drink options on menus. While simple offerings have wide appeal, younger consumers will seek innovative coffee and tea beverages. Iced beverages will continue to shine through all parts of the day with this demographic.

To continue to attract consumers to the coffee and tea category, operators must also highlight elevated drinks that are not easily prepared at home. Craft and premium offerings, along with beverages with unique flavors and ingredients, will resonate with consumers seeking opportunities to branch out of their usual orders to try something new.

“Foodservice coffee and tea drinks that are not easily replicated at home will encourage patrons to justify AFH experiences. Coffee and tea operators must nail down the basics to consumers through innovative menu concepts. Consumers will seek unique flavors and ingredients within hot and cold coffee and tea offerings.”

- Pooja Lal, US Foodservice and Mintel Menu Insights

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- Interactive Databook
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**Did you know?**

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

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