



Menu WINnovations

The Buzz on Coffee



What's New on Menus

Butter Pecan Iced Coffee *Dunkin'*



Made with flavors of butter roasted pecan and sweet cream.

Chocolate Cream Cold Brew *Starbucks*



Topped with a silky, chocolaty cream cold foam.

Nitro Campfire Mocha *Caribou Coffee*



Nitro cold press, milk, and espresso whipped cream.

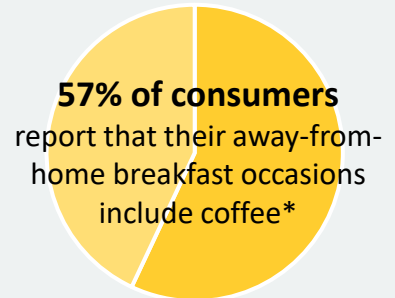
Coffee is a popular menu item, not only as a breakfast companion but also on its own as a beverage-only occasion. While traditional filter coffee is still the most common coffee item on menus, iced and frozen coffee drinks are on the rise with **4.5% year-over-year increases** in menu mentions for both iced and frozen coffee beverages.

For many consumers, coffee is the most important meal of the day – **32% of consumers*** report prioritizing coffee over food items when ordering breakfast at restaurants.

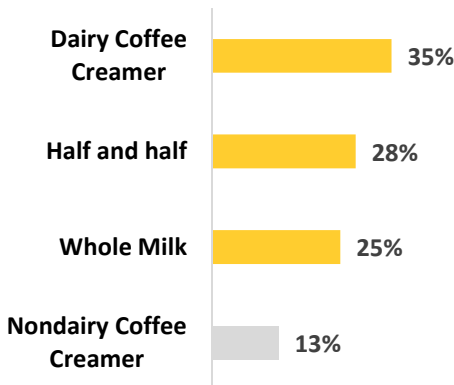
Trending Coffee Types on U.S. Restaurant Menus

- Iced Macchiato (+17.4%)
- Cold Brew (+10.6%)
- Cortado (+6.7%)
- Iced Latte (+6.0%)
- Iced Mocha (+4.8%)

Percentage indicates YoY increase in menu mentions
Base: 10,328 Menu Items across 2,691 operators



Natural dairy-based milks and creamers top the list of preferred coffee additions*



Cream has seen a 10.0% year-over-year increase in menu mentions when paired with coffee beverages

*Percent of consumers who would consider ordering each creamer type