

IT'S TIME FOR NEXT GEN ICED COFFEE: WHAT MILLENNIALS HAVE TO SAY

They're huge in numbers and strong in opinions (and coffee). Millennials account for nearly half of U.S. coffee consumption (44%), so tuning in to them is essential.¹ Power up with some powerful intel, then hit us up for even more insights.



TOP THREE ATTRIBUTES IN ICED COFFEE

- 1 TASTE
- 2 PRICE
- 3 FLAVOR CHOICE

WHEN IT COMES TO FLAVORS:

- 34% prefer Traditional flavors (e.g. vanilla, caramel, mocha)
- 29% enjoy Seasonal or LTOs (Limited Time Offers)
- 22% are interested in flavor exploration and trying something unique

OVERWHELMINGLY, MILLENNIALS WANT SWEET AND DESSERT INSPIRED FLAVORS!

- 82% want sweet flavors
- 65% crave dessert inspired

OK, OK. SO WHAT FLAVORS WILL HELP ME STAND OUT?

Glad you asked, here are some of the specific flavors Millennials are looking for:

**CINNAMON
DULCE DE LECHE
BROWN SUGAR
CRÈME BRULÉE
S'MORES**

**NUTELLA
SALTED CARAMEL
COOKIE BUTTER
PEANUT BUTTER CUP
TOFFEE**

YOU DESERVE MORE. LET'S GET STARTED.

There's an opportunity for you to create a stand-out coffee product: 65% of respondents believe there is opportunity for improvement in iced coffee products available today, and 27% are looking for more flavors. FONA can help you do more, better and faster than ever before.

So much more than taste solutions, FONA can help you turn trends into action. Understanding any consumers' preferences can be challenging. Helping you navigate the nuances of the category and consumers is a priority for us at FONA.



LET'S TALK

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