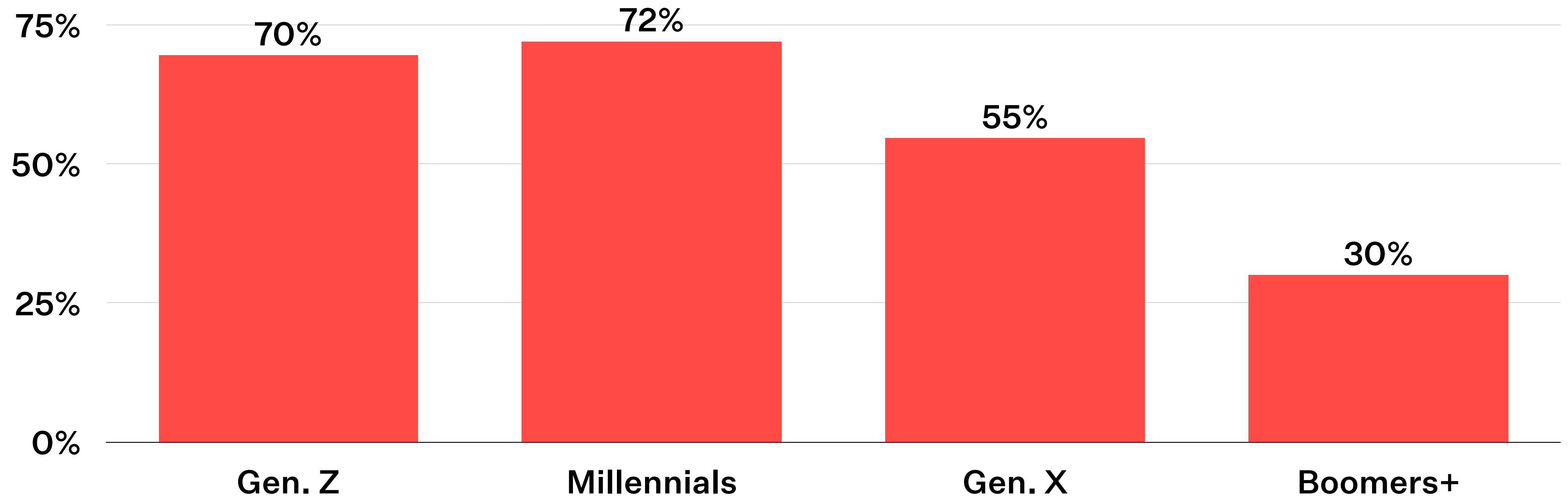


**Gen. Z didn't kill beverage
culture — they just
changed it**

**Everyone needs to drink,
but young Americans
really love trying new and
different beverages**

71% of Gen. Z and Millennials in the US say they 'love' trying and drinking different beverages



Data: The New Consumer and Coefficient Capital Consumer Trends Survey, powered by ***toluna** (n=3000)
'I love...' responses combines 'I love beverages more than most people' and 'I love beverages a lot'.

The New Consumer | Coefficient

**For young consumers,
beverages are also identity**

“My favorite beverages are part of how I express my personality”

55%

Gen. Z and Millennials

27%

Gen. X and Older

**‘Little treat’ culture is out
of control (in the best way
possible)**



- L
- 3
- 4
- 5 50
- 4



Cookie Top Latte

Creamy iced oat milk latte with cookie butter and dark chocolate drizzle. All topped off with a Chocolate Chunk Cookie.

\$11.00 • \$12.00

Without Cookie Top: \$7.00 • \$8.00

Cookie Contains Wheat, Eggs, Milk.

Toasted Coconut Matcha



ON DR



**Beverage is an adventure
for all senses**



**There's no more thrilling
30 feet in American retail
than the beverage case at
Erewhon**



essentia
evian

EREWON

OPHORA

MOUNTAIN VALLEY

essentia

goc

kirra

Fairy

W. CO.

NOXIE

VITA

MONKEY

WONDER MELON

lemon perfect

Kin

AMBUCHA

BREW DR.

HEALTH ADE

EVITA

ENERGY

ENERGY

HEALTH ADE

“I sometimes buy a beverage because the packaging / branding catches my eye”

61%

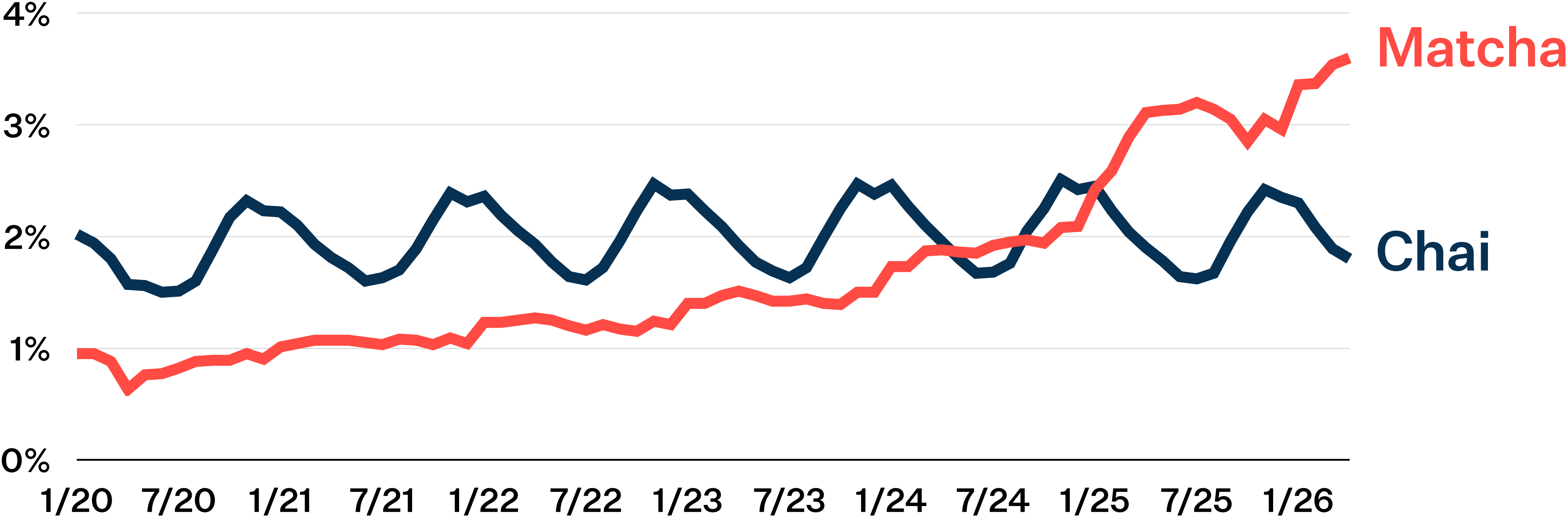
Gen. Z and Millennials

30%

Gen. X and Older

**The rise of matcha is *the*
café story of the 2020s**

Matcha zipped past chai to become the leading specialty tea drink at cafes in Square's network



Data: Square. US and Canada only.

**Matcha works because
it's perceived as healthy,
not coffee, looks cool, is
easily dessert-ified**

BLANK STREET

Iced Drinks Cheat Sheet

Iced Cortado

(add x1 pump of classic syrup if flavour is requested)

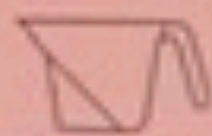


Fill 3/4 12oz ice cup with ice
Double espresso
5oz milk
Mix
Pour over ice

Strawberry Shortcake Matcha



Strawb. jam -> under logo
x4 / x5 strawberry
Fill to 5oz / 7oz w/milk
Mix
Pour over ice
Float 2oz Batcha



Cherry Glaze Cold Brew



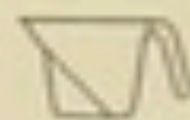
Cherry G. -> "LANKOS"
x4 cherry glaze
6oz / 7oz milk
Mix
Pour over ice
Float 1x ● / 1x ●
cold brew shot



Lemon Loaf Matcha



Dollop of lemon under logo "☐"
and bottom of opposite corner
x4 lemon
0.25oz lemon juice
5oz / 7oz milk
Mix
Pour over ice
Float 2oz Batcha



Cherry Glaze Matcha



Cherry G. -> "LANKOS"
x4 cherry glaze
5oz / 7oz milk
Mix
Pour over ice
Float 2oz Batcha



**Gen. Z and Millennials
are increasingly looking
for function from their
beverages**

Young consumers want beverages with benefits — or to help them *feel* something

Energy 

Hydration 

Protein 

Better sleep 


Calming or relaxation 

Focus and clarity 

Gut health 

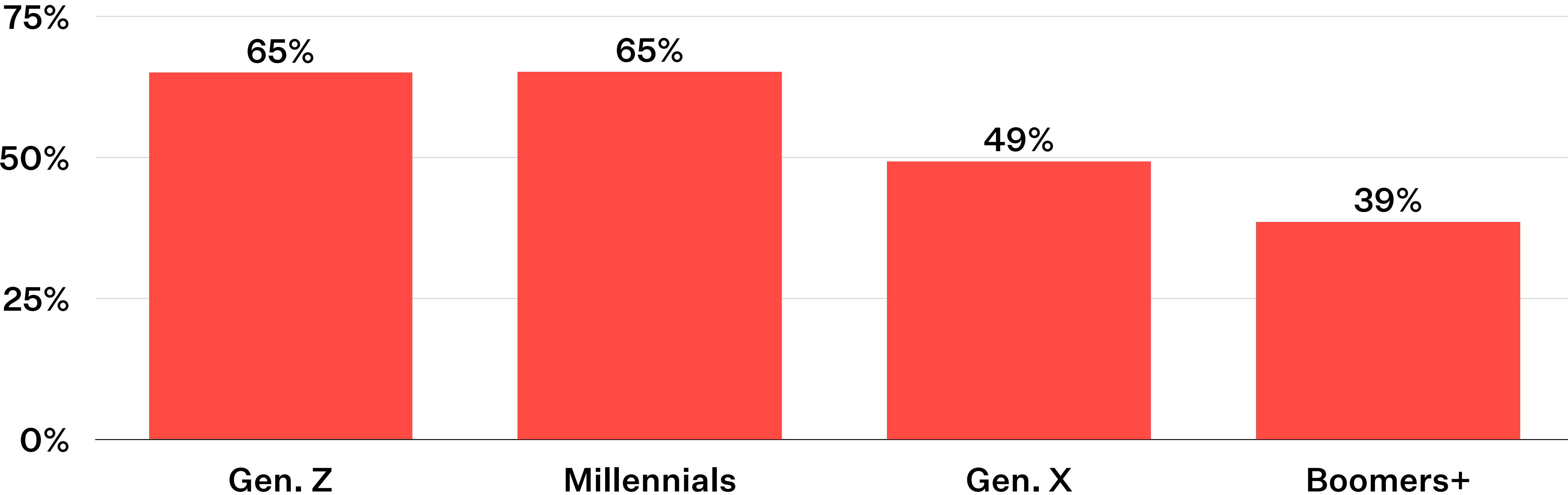
Fiber 

Euphoria 

Metabolism 

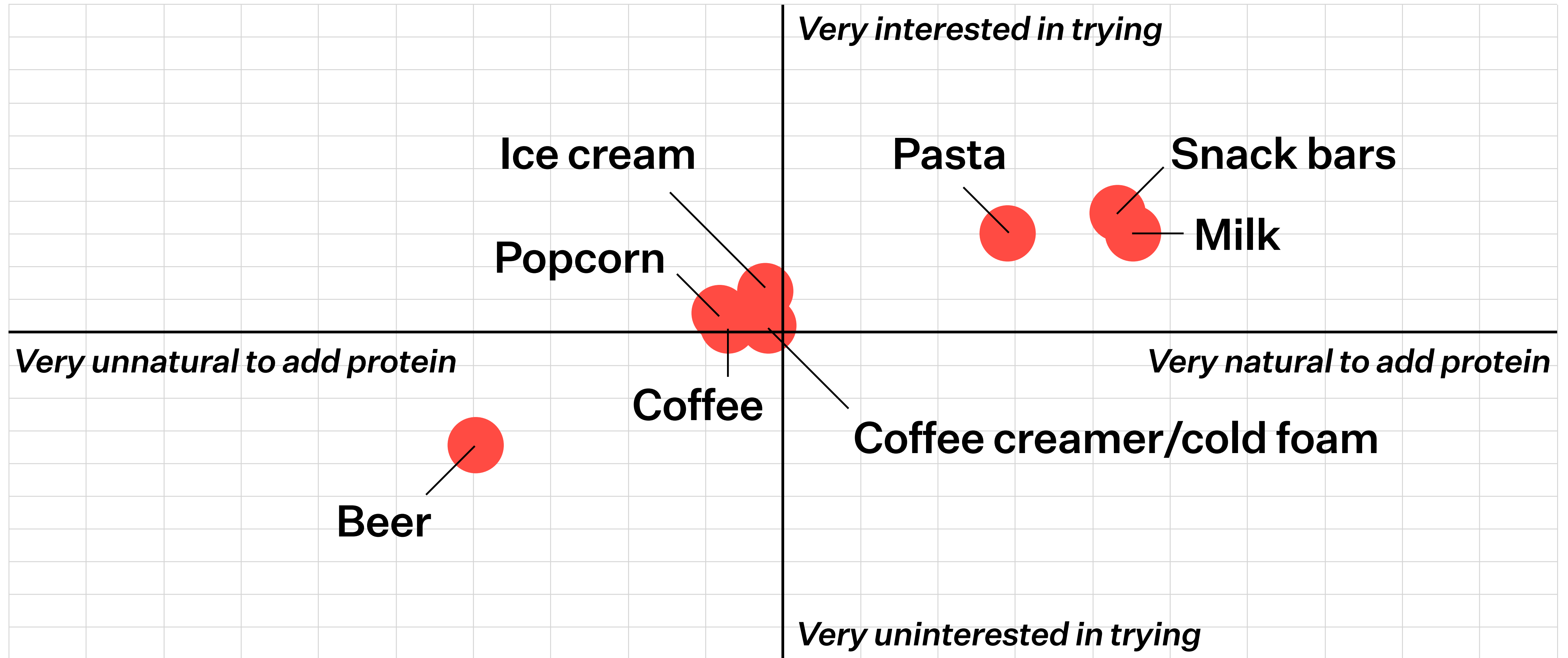
**Don't even think for a
second that we've
reached peak protein**

~2/3 of Gen. Z and Millennials say they're actively trying to consume more protein

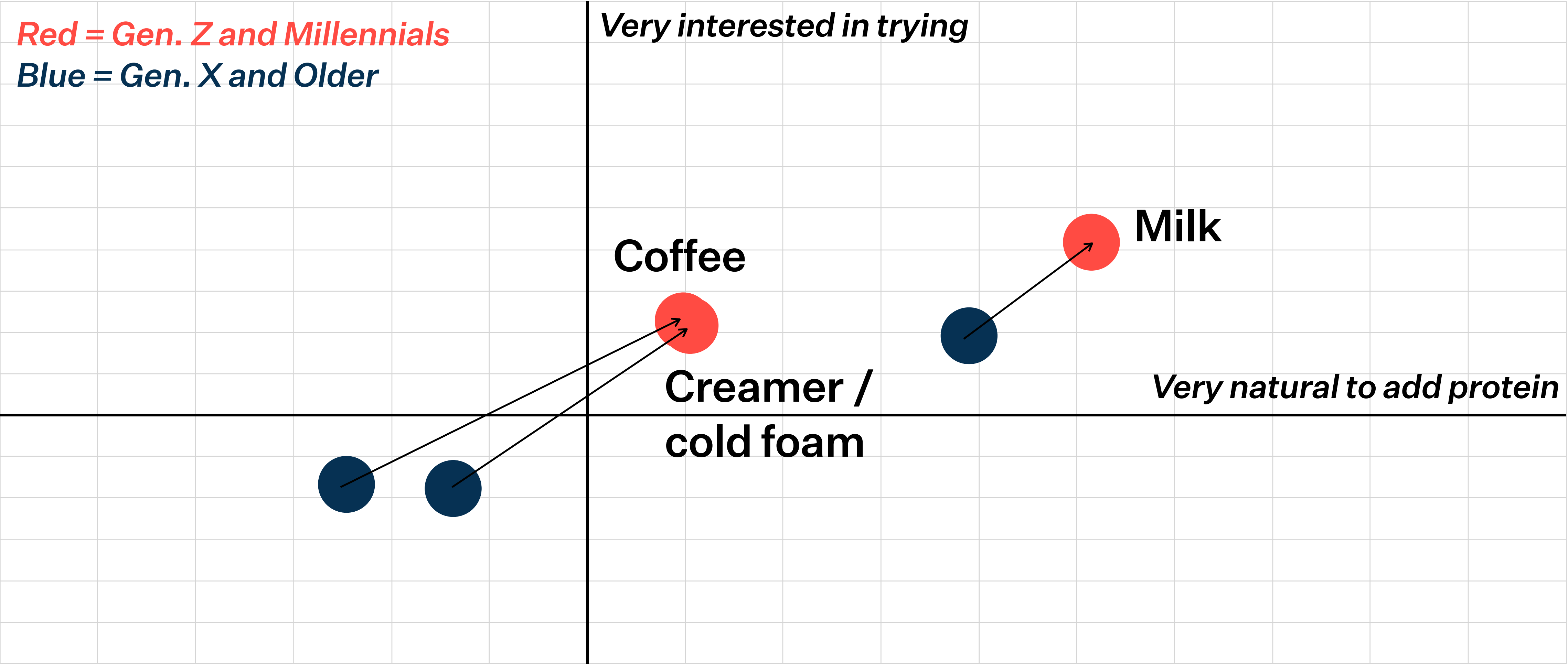


Data: The New Consumer and Coefficient Capital Consumer Trends Survey, powered by *toluna (n=3000)

Where do people *actually* want more protein?



Younger people are open to protein in more places



Data: The New Consumer and Coefficient Capital Consumer Trends Survey, powered by *toluna (n=1461, 1539)
Excludes "I don't know" responses.

**Customization is now a
billion-dollar business
for Starbucks**

“I’m willing to pay more for a beverage that feels special or premium”

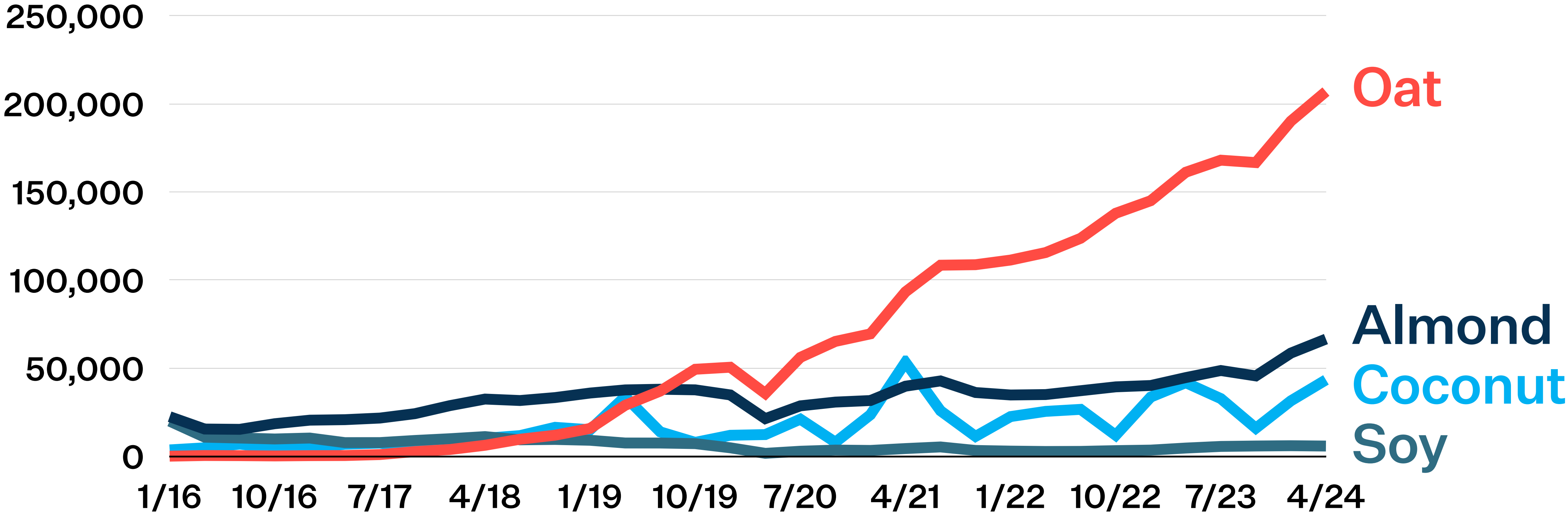
62%

Gen. Z and Millennials

41%

Gen. X and Older

Oat milk won the alt-milk race for coffee drinks in Square's network of cafés and restaurants

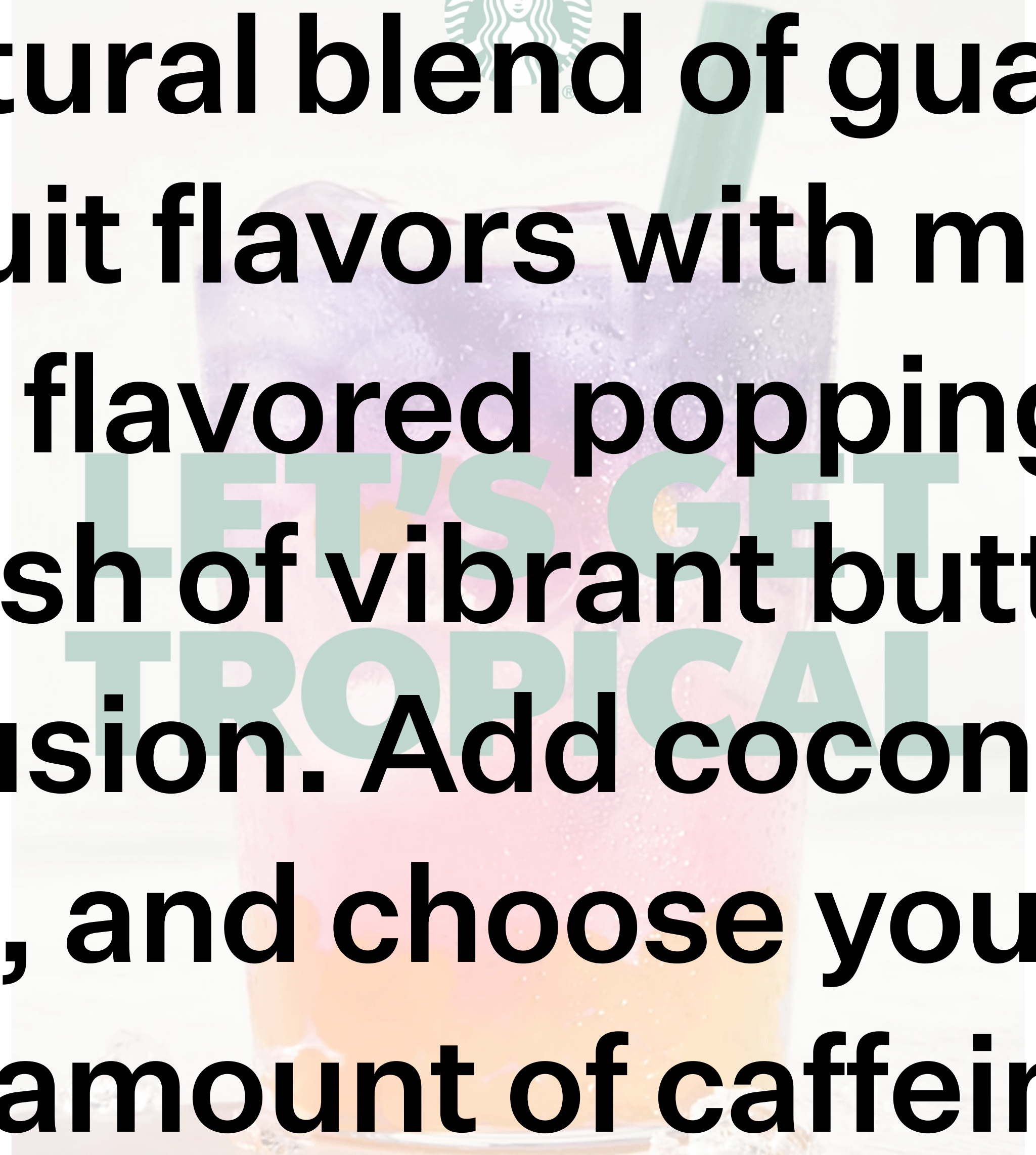


Data: Square. US and Canada only. Represents quarterly sales of coffee drinks sold with alternative milk products.



LET'S GET TROPICAL

NEW
Tropical Butterfly
Lemonade Refresher

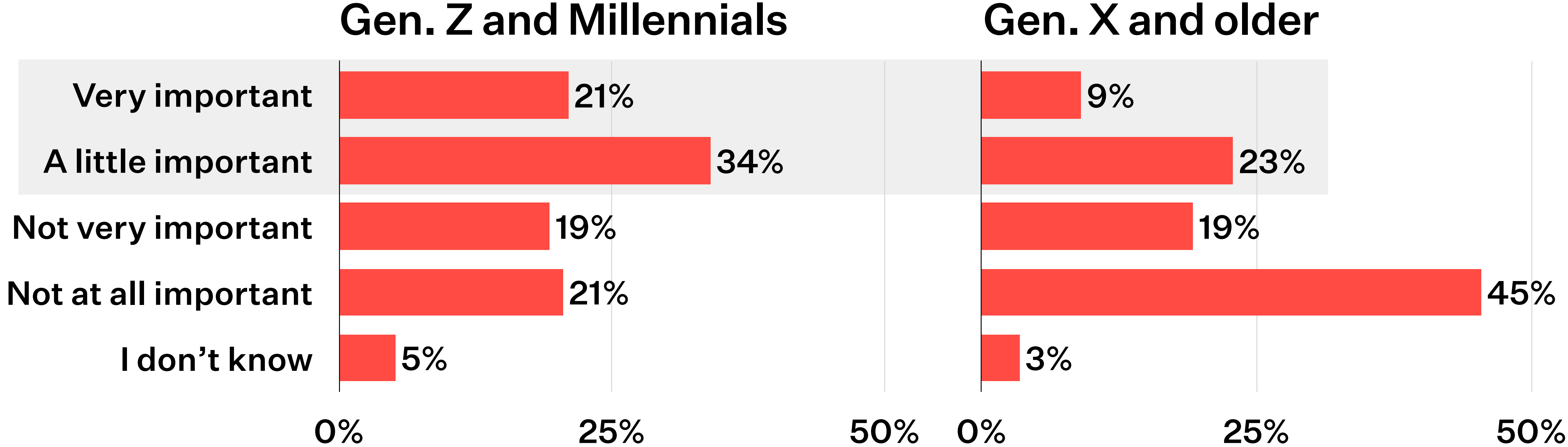
A Starbucks Tropical Butterfly Lemonade Refresher drink in a clear plastic cup with a green lid. The drink is a vibrant pinkish-purple color with visible popping pearls. The Starbucks Siren logo is visible at the top center. The background is a light, textured surface.

‘An all-natural blend of guava and passionfruit flavors with mango-pineapple flavored popping pearls and a splash of vibrant butterfly pea flower infusion. Add coconutmilk or lemonade, and choose your preferred amount of caffeine...’

NEW
Tropical Butterfly
Lemonade Refresher

**One last thing... Gen. Z
didn't kill drinking,
either**

For Gen. Z and Millennials, alcohol still plays an important role in social connections and having a good time



Data: The New Consumer and Coefficient Capital Consumer Trends Survey, powered by *toluna (n=3000)

**And Gen. Alpha is rising
next as the beverage
customer of the future...**

**...today's novel 'global
flavors' are tomorrow's
nostalgia, for the most
connected generation yet**