Cheers to Seasonal Drink Trends

• The popularity of seasonal drinks remains high with 43% of consumers interested in purchasing a seasonal coffee drink this year.1

• The lead flavors for seasonal drinks still tend to be traditional – Pumpkin Spice in the fall and Gingerbread & Peppermint in the winter.

• Foodservice operators can also look to new trending flavors and applications to deliver signature drinks that will differentiate from the traditional offerings and sustain customer interest through the fall and winter.

In This Issue

‘Tis the Season for Holiday LTOs

1 Mintel, Seasonal Dining Trends in the US, January 2017
**Promote your Seasonal Drinks with Free Torani Merchandise**


**Holiday Garnish Ideas**

- Whipped Cream – mix in syrup to create your own unique flavor; use Crème de Menthe syrup for green color
- Candy – Candy canes (whole or crushed), Chocolate shavings, M&M®’s red and green, Toffee chips
- Cookie Crumbles – Gingersnap, Graham cracker, Shortbread
- Spice – Cinnamon (spice or stick), Ginger, Nutmeg

**Start a New Holiday Tradition**

- Candied nuts have long been popular ingredients in holiday baking – moreover candied nut flavors like Chestnut Praline and Maple Pecan have continued to pop up more in seasonal drinks.
- Cinnamon has emerged to complement traditional spice flavors like Chili and Anise have emerged to complement traditional spice flavors like Chili and Anise have emerged to complement traditional spice flavors like Chili and Anise have emerged to complement traditional spice flavors like Chili and Anise have emerged to complement traditional spice flavors like Chili and Anise have emerged to complement traditional spice flavors like Chili and Anise have emerged to complement traditional spice flavors like Chili and Anise have emerged to complement traditional spice flavors like Chili and Anise have emerged to complement traditional spice flavors like Chili and Anise have emerged to complement traditional spice flavors like Chili and Anise have emerged to complement traditional spice flavors like Chili and Anise have emerged to complement traditional spice flavors like Chili and Anise have emerged to complement traditional spice flavors like Chili and Anise have emerged to complement 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