



Trend Trail: Hot Beverages

Use me to guide you through the show and discover some of the innovative and refreshing Hot Beverage products being showcased at IFE 2017.

Pick
me up

Jane Milton, Food Industry Expert, gives us her insight into the Hot Beverage industry...



" **The hot beverage market in the UK is evolving** and the growth of out of home coffee shops continues; with regional, independent coffee brands being the big story in 2017.

Similarly, **tea has had a stronger presence in out of home** too with Starbucks purchasing the Teavana brand in 2012, boosting their offering, and in the UK we are seeing them promote more speciality teas and infusions.

In 2016 there was an increased emphasis on the high sugar content of many speciality drinks, from flavoured coffees to Chai's and hot chocolates. In line with this, we are now seeing **innovation in sugar free variants** coming to the market.

Amongst 16-34 year olds there is a **continued growth in indulgent drinks** and an increasing number of healthier drinks, including matcha and turmeric lattes. This points to the need for more innovation in this area to ensure this demographic continues to consume such drinks.



Additionally, there has been a **significant rise in the demand for non-dairy milks** within the hot beverage market. Rice milk, coconut milk, soy milk and almond milk all feature regularly on menus.

On average, black tea sales are declining but **speciality tea and infusions have seen significant increases**. In light of this, in home easy solutions for brewing teas, such as filters that allow single cups of loose leaf tea to be made, are all required to drive sales.

Tasting menus and matching tea varieties with food are becoming more common in the USA & Canada and will most likely come to the UK too. Producers need to tell consumers how to drink their drink, what time of day to enjoy it and what to pair it with.

Pods for coffee are now firmly embedded in the foodservice and retail industries and there are now also a number of specialist firms making premium, 'just roast' coffee pods. Similarly, teas and infusions are beginning to appear in pod form too. The main barrier here is to **reduce brewing time without impacting flavour.**"



Jane Milton
Food Industry Expert
Jane Milton Ltd.



JANE MILTON





Floor Plan

Plan your route



Exhibitor	Stand	Pavilion (if applicable)	Section
Nong WuaSor Coffee Growers Co. LTD	S2600		Grocery
Caffe Cavaliere s.r.l.	S2604/c	Italian Trade Commission	Grocery
Paska s.r.l. Intenso Aroma di Caffe	S2640/q	Italian Trade Commission	Grocery
Basilur Tea Export PVT Ltd.	S2813		Grocery
Taiwan Tea Manufacturers' Association	S2820		Grocery
Ergun OZA Kahve Ltd	S2870		Grocery
Belgian Blenders	S2940/a	Flanders Investment and Trade / Volys Star N.V.	Grocery
Pradeep Stainless India Pvt Ltd	S3020		Grocery
Tzekos Organic Herbs	S3120/d	Suricom Consultants Ltd	Grocery
Sky Eagle Tea Enterprise	S3140/d	Dadao Tongtu (Beijing) Expo Co. Ltd.	Grocery
Flavourtech	S3350/c	Selten Ulus Fuar Ve Aks Tic Ltd Sti	Grocery
ULTRAMAR CAFFE' SRL	S3426		Grocery
Sri Lanka Tea Board	S3520		Grocery
Euro-Scan Exports PVT Ltd	S3520/b	Sri Lanka Tea Board	Grocery
Galvao and Noronha Lda	S3550		Grocery
Aytac Foods Ltd	S3600		Grocery
Dilmah Tea	S3822		Grocery
Super Coffee Corporation Pte Ltd	S4004/b	Singapore Manufacturing Federation	Grocery
Hunan Tea Group Company Limited	S4020/a	Dadao Tongtu (Beijing) Expo Co. Ltd	Grocery
Hunan Tianzhiyuanye Agri. Co. Ltd	S4020/b	Dadao Tongtu (Beijing) Expo Co. Ltd	Grocery
Hunan Xiaoxiang Tea Industry Co., Ltd	S4020/d	Dadao Tongtu (Beijing) Expo Co. Ltd	Grocery
Hunan Hongda Tea Co.,Ltd.	S4020/f	Dadao Tongtu (Beijing) Expo Co. Ltd	Grocery
Pro Ecuador	S4050		Grocery
Nokchawon Co Ltd	S4204/d	Korea Agro-Fisheries & Food trade Corporation	Grocery
Pureplus Co Ltd	S4220/b	Korea Agro-Fisheries & Food trade Corporation	Grocery
In Season	S4220/k	Korea Agro-Fisheries & Food trade Corporation	Grocery
Hans Sloane	N2906		Great British & Irish Food
New English Teas Ltd	N2840		Great British & Irish Food
Princes Gate Cool Water Ltd	N2807		Great British & Irish Food
Petty Wood & Co Ltd.	N2731		Great British & Irish Food
The Tea Makers of London	N2542		Great British & Irish Food
TEA REX	N2390		Artisan Market
Grey's Teas	N2383		Artisan Market
Devonshire Tea	N2381		Artisan Market
Capacitea Ltd	N2374		Artisan Market
Tuk Tuk Chai	N2365		Artisan Market
Eteaket	N2361		Artisan Market
T Plus Drinks Ltd	N2350		Artisan Market
Beanies Flavour Coffee	N2324		Health & Wellbeing
KISSA Tea GmbH	N2322		Health & Wellbeing
XieXieTea	N2228		Health & Wellbeing
Zamico International Limited	N2273		Producers Market
Tg Green Tea	N2251		Producers Market
Dethlefsen & Balk GmbH	N2129		Drinks
Empire Eagle Food Co., Ltd.	N2023		Drinks
Possmei International co, Ltd.	N2010		Drinks
NOVELTEA	N2149		Gourmet Drinker
Sino-Nature International Co.,Ltd.	N1929		Bakery