

SPECIALTY BEVERAGES AND SNACKS

# BOOST AFTERNOON COFFEE SALES

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Insights crafted by Segafredo Coffees

**Consumers depend on a morning cup of coffee to help fuel the day ahead,** but that doesn't mean coffee consumption is limited to the breakfast daypart. Away-from-home share for brewed coffee peaks during afternoon working hours. Similarly, away-from-home share for specialty and iced coffee is especially strong during the afternoon.<sup>1</sup>

**You have a unique opportunity to capitalize on afternoon coffee consumption**—now at its highest since 1999.<sup>2</sup> Take advantage of consumers' desire for an afternoon pick-me-up by serving an assortment of coffee-complementing snacks. Nearly half of all the coffee consumed is paired with a snack.<sup>2</sup> You can upsell by offering coffee and snack bundling options to satisfy patrons' afternoon cravings.

Specialty beverages are also a great way to increase afternoon traffic, since consumers are beginning to think of specialty coffee as an everyday beverage rather than an occasional treat. Gourmet coffee beverages—cappuccinos, espresso, lattes, macchiatos, caffè Americano, iced coffees and more—are becoming increasingly popular in later dayparts. Beverage consumption in general is heavy during the afternoon, so it's an ideal time to experiment with a variety of specialty offerings, like iced lattes and French vanilla lattes featuring authentic Italian espresso.<sup>1</sup>

## HAZELNUT HEAVEN

1/2 oz Caramel Sauce  
3/4 oz Roasted or Toasted  
Hazelnut Syrup  
2 oz Segafredo-brewed  
Espresso (Double Shot)  
8 oz Whole or Skim Milk  
Whipped Cream to top

### Preparation

Combine Caramel Sauce and Hazelnut Syrup into a 12 oz cup.

Pour Espresso into the cup and stir to mix the ingredients.

Steam the milk up to 150-160°F and pour it in the cup.

Garnish with Whipped Cream and Caramel Sauce.

<sup>1</sup> Datassential: Buzz Coffee & Tea Tracker, Q1 2014

<sup>2</sup> National Coffee Association USA: National Coffee Drinking Trends Study, 2014

