

SIMPLY



Cosy Comforts

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What's TRENDING?

The beverage industry is ever-evolving! Exciting trends like newstalgia, fantasy experiences, iced drinks, and indulgent treats, are revolutionising our drinking habits.

Let's take a deeper look at the dynamic trends shaping the beverage industry for 2025 and beyond!



Customisability

Customisation has recently become a **key factor** in pushing boundaries when it comes to beverages – outlets are creating endless opportunities for consumers to **personalise a recipe** and 'make it their own'.

It's an important factor to consumers with **71% expecting personalisation** with their beverages, and **76% get frustrated** when they don't find it.♦

“ Consumers can personalise their beverages in many ways, including size, milk type, milk level, sugar level, syrup flavour, espresso shots, and even drink temperature.

Offering more options is also a great way to increase revenue, with **1 in 5 consumers** who express interest in personalised products or services **willing to pay a 20% premium**.⁹ They **crave experiences** tailored to their unique preferences and tastes and the power of control **and the freedom of choice** is a part of the experience consumers are gaining.

1 in 5
consumers are willing to pay a 20% premium for personalisation⁹

♦Mckinsey report (2023) ♦Deloitte



THE INCREASING RISE OF Newstalgia

Nostalgia has always been a consumer favourite, especially in beverages, but recently there has been increased interest in new forms; 'Newstalgia' and 'Borrowed Nostalgia'.

Newstalgia is a new craze that encourages consumers to rediscover comfort in familiar classic flavours with a new twist. Borrowed Nostalgia is taking inspiration from other eras or countries, such as the UK playing on flavours from the US, for example, Cotton Candy, S'mores and Bubble Gum.

86%
of consumers say that familiar flavours bring them comfort.♦

♦Mintel



Fantasy EXPERIENCES

Many consumers are looking for beverages that offer a sense of escapism and fun. Over the last three years, there has been a **23% average annual growth** of new food and beverage launches with fantasy flavours.♦

The **fastest-growing fantasy flavours** are rainbow (up 141%), cosmic (up 20%) and dream (up 18%).♦ 18-35-year-olds spend 5 days looking at photos of food on Instagram every year, so it is no surprise that interesting flavours and colours are taking centre stage.



♦ Innova Market Insights

Iced Drinks

Warm weather has always been the key driver for iced beverage sales in the UK, but Millennials and Generation Z are becoming the key drivers of the increased growth in colder months. **The convenience and aesthetic of takeaway iced coffee** seamlessly fits into many people's on-the-go lifestyles. It's perfect for a fast-paced lifestyle as it's quick to prepare, easy to carry, and can be enjoyed longer without getting cold. Consumers can also make health-conscious modifications, such as plant-based milk and reduced sugar, to align perfectly with their values.

#icedcoffee
has over 3.4m
posts on
Instagram!



Indulgence

Consumers are seeking products that are a feast for the eyes and taste buds! You can easily upgrade the appearance of any drink by decorating with toppings and luxury topping sauces - the customer will feel like they are getting more for their money! **34% of consumers say they treat themselves to an indulgent food treat a few times a week.**♦

'Little treat' culture revolves around indulging in small, affordable pleasures to give a happiness boost - like grabbing your favourite takeaway coffee before work. It's about those simple, everyday luxuries that can turn a dull day into something special.

75%
of consumers always
find room in their
budget for
treats!♦



♦ Datassential 2024 ♦ Mondelez International

Flavour

TRENDS

As the weather cools and days shorten, the beverage industry shifts its focus to flavours that match the upcoming season's cosiness. Autumn and winter bring a variety of rich, comforting drinks that replace summer's light refreshments.

From spiced lattes to rich hot chocolates, these flavours capture the essence of the colder months. From re-invented classics to new innovations, take a look at the flavours defining this time of year.

Simply seasonal syrups are perfect in lattes, frappes, hot chocolates and more!



SIMPLY'S Top 5 Autumn / Winter Flavours



Spices

PUMPKIN & CINNAMON

Signature flavours associated with Autumn are on the rise within the drinks category. Cinnamon as a flavour has recently been gaining popularity for its warm and comforting taste profile.

But of course, we can't talk about classic autumnal spiced flavours without mentioning the obvious; Pumpkin Spice. It's a familiar flavour that signals the start of Autumn for many consumers and can be found on almost every coffee shop menu by the time September rolls around. Pumpkin Spice accounts for a huge 29% of all seasonal coffee sales!♦

Pumpkin Spice has evolved and can be found in frappes, hot chocolates, mochas and cold brew as well as the classic Pumpkin Spice Latte. Pumpkin spice has also been seen paired with other flavours such as salted caramel and hazelnut.

♦Worldmetrics



Matcha

MADE IN HEAVEN

Matcha tea's popularity has exploded in recent years and has made its way into the mainstream with cafes like Blank Street becoming exclusively known for their signature drink: the famous Iced Blueberry Matcha Latte.

Matcha's popularity is partly due to social media with over 8 million tags on Instagram. Matcha is a type of green tea renowned for its aesthetic vivid green colour, distinct flavour and its plethora of health benefits.

The Matcha market rose by 10.3% from 2023 to 2024 and is expected to grow a further 10.7% annually by 2028. If you walk into any British café, health food shop or supermarket and you're likely to find matcha – whether that's in an iced latte, cake, cookie or even ice cream!

◆ The Business Research Company



MIX 'N'

Matcha



ICED MATCHA

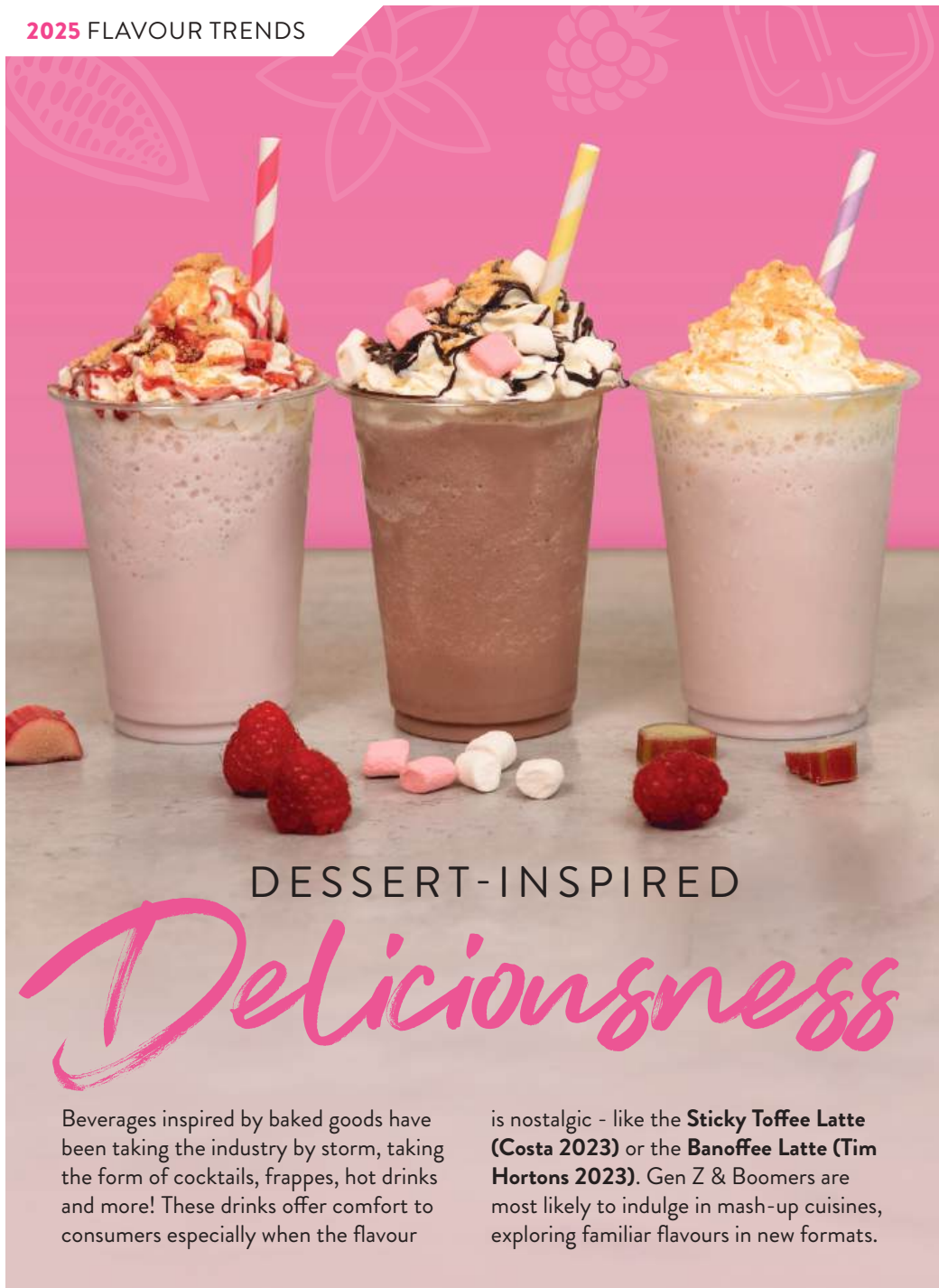


MATCHA LATTE



MATCHA WHITE
HOT CHOCOLATE

Find these recipes and more on our website
www.ibcsimply.com



DESSERT-INSPIRED

Deliciousness

Beverages inspired by baked goods have been taking the industry by storm, taking the form of cocktails, frappes, hot drinks and more! These drinks offer comfort to consumers especially when the flavour

is nostalgic - like the **Sticky Toffee Latte (Costa 2023)** or the **Banoffee Latte (Tim Hortons 2023)**. Gen Z & Boomers are most likely to indulge in mash-up cuisines, exploring familiar flavours in new formats.

Pistachio

IS PROSPERING

Pistachio can be seen everywhere – from pistachio lattes and perfumes to home decor in the colour pistachio and pistachio-filled croissants. The vibrant colour adds a visual pop to any drink, making it a feast for the eyes and palate.

The pistachio market is projected to increase significantly in the coming years, reaching multi-million status in 2027. It has recently made its way onto some of the biggest UK menus including Caffe Nero and Black Sheep Coffee.



MarketWatch

Pistachio & Raspberry White Chocolate Frappe

RECIPE

Ingredients

-  2 scoops (50g) Simply White Chocolate Frappe Powder
-  1 pump (7.5ml) Simply Pistachio Syrup
-  1 pump (7.5ml) Simply Raspberry Syrup
-  120ml Milk
-  Ice
-  Whipped cream
-  Simply Pistachio Topping Sauce
-  Freeze Dried Raspberries

Instructions

- 1 Add the frappe powder, pistachio and raspberry syrups, milk and ice to a blender.
- 2 Blend for 30 seconds or until smooth.
- 3 Decorate a cup with pistachio sauce.
- 4 Pour the blender contents into a cup and decorate with whipped cream, pistachio sauce and freeze-dried raspberries.



AUTUMN & WINTER MENU

Suggestions



Hot Chocolate



Spiced Gold Hot Chocolate

Raspberry White Hot Chocolate

Honey Hazelnut Hot Chocolate

Panettone Hot Chocolate

Winter Warmers



Blood Orange and Fig

Mulled Fruits

Sour Cherry and Plum

Spiced Apple

Lattes & Coffees



Panettone Latte

Blackberry Matcha Iced Latte

Cinnamon Bun Iced Latte

Honey Hazelnut Latte

Raspberry & White Chocolate Matcha

Frappes



Pistachio and Raspberry White Chocolate Frappe

Cinnamon Bun Frappe

Honey Hazelnut Frappe

Panettone Frappe

Salted Caramel Pumpkin Spice Frappe

Find these recipes and more on our website
www.ibcsimply.com

ONE PRODUCT FOUR SEASONS

Gold

Having products that allow you to transition seamlessly throughout the seasons, not only simplifies inventory management but also reduces waste.

Simply Luxury Gold Chocolate Powder is the perfect year-round product to help your menu transition effortlessly between the seasons.



Spring

Berry Gold Frappe



Ingredients

- 2 scoops (50g) Simply Gold Chocolate Powder
- 15ml Raspberry Syrup
- 120ml milk
- Ice
- Whipped cream
- Simply Raspberry Topping Sauce
- Freeze Dried Raspberries

Instructions

- 1 Add the milk, syrup and luxury gold chocolate powder to a blender.
- 2 Add a cup of ice and blend for 30 seconds or until smooth.
- 3 Decorate the inside of the cup with topping sauce.
- 4 Pour the blender contents into a cup.
- 5 Top with whipped cream, raspberry topping sauce and freeze-dried raspberries.

Summer

Double Choc Golden Frappe



Ingredients

- 2 scoops (50g) Simply Gold Chocolate Powder
- 120ml milk
- Ice
- Whipped cream
- Simply Luxury Milk Chocolate Topping Sauce
- Simply Milk Chocolate Flakes

Instructions

- 1 Add the milk and luxury gold chocolate powder to a blender.
- 2 Add a cup of ice and blend for 30 seconds or until smooth.
- 3 Decorate the inside of the cup with topping sauce.
- 4 Pour the blender contents into a cup.
- 5 Decorate with whipped cream, chocolate topping sauce and chocolate flakes.

Autumn

Spiced Gold Frappe



Ingredients

- 2 scoops (50g) Simply Gold Chocolate Powder
- 15ml Cinnamon Syrup
- 120ml milk
- Ice
- Whipped cream
- Simply Pumpkin Spice Topping Sauce
- Simply Diced Caramel Pieces

Instructions

- 1 Add the milk, syrup and luxury gold chocolate powder to a blender.
- 2 Add a cup of ice and blend for 30 seconds or until smooth.
- 3 Decorate the inside of the cup with topping sauce.
- 4 Pour the blender contents into a cup.
- 5 Top with whipped cream, pumpkin spice topping sauce, a dusting of cinnamon and diced caramel pieces.

Winter

Spiced Gold Hot Chocolate



Ingredients

- 2 scoops (34g) Simply Luxury Gold Chocolate Powder
- 15ml Gingerbread Syrup
- Steamed milk
- Whipped cream
- Simply White Chocolate Topping Sauce
- Simply Diced Caramel Pieces

Instructions

- 1 Add your gold chocolate powder and gingerbread syrup to a cup.
- 2 Add a small amount of steamed milk and stir into a paste.
- 3 Top with the rest of the milk.
- 4 Decorate with whipped cream, white chocolate topping sauce and diced caramel pieces.

Gold
Chocolate
is now referred
to as the 4th
flavour!

Hottest

HOT CHOCOLATE TRENDS

A recent study shows that the majority of people, around **62%**, prefer their hot chocolate traditional. But what makes it traditional? To most, traditional means made with milk, and cocoa powder,

and then topped with cream and mini marshmallows. But the opportunities are endless – you can add syrups, toppings, and spices - like in Mexico where they add chilli for an extra kick!

Hot chocolate is enjoyed all over the world, but every country drinks it differently!

From our research, the biggest hot chocolate flavours in the UK are, not surprisingly, milk chocolate but also white chocolate.

This is closely followed by hazelnut with most of the UK's leading cafés stocking only those flavours year-round.



StudyFinds

Here are some hot chocolate flavours and trends we predict will continue to grow:

Think Pink!

Rich in colour and taste, pink hot chocolate is a delicious blend of tart raspberry and white chocolate flavour notes. Its bright and vibrant colour makes it the perfect Instagramable drink. Although a great year-round beverage, it is most popular for spring especially on days like Valentine's Day or Mother's Day.



Go for Gold!

Gold Chocolate is everywhere! Cadbury's Caramilk went on to generate a huge £8.5m in its first 12 weeks in the UK after being a massive hit in Australia. The flavour combination is made up of mouth-watering white chocolate and caramel notes and is sometimes referred to as blonde chocolate due to its signature colour.



The Grocer

Life of Luxury!

Food Indulgence or 'Comfort Food' is becoming increasingly prevalent on social media. 30% of global consumers find richness of flavour (like a triple-chocolate hot choc!) the most important driver of enjoyment and pleasure in food and drink.¹ The French extra thick hot chocolate (Le chocolat chaud) went viral on TikTok with over 34.1m views of #frenchhotchocolate. The richer, thicker, more luxurious, more toppings, the better!



With hot chocolate being a year-round menu item, it's a key line to have – our powders range now includes a vast array of chocolate options, including our Luxury Hot Chocolate Powder accompanied by our Gold, Pink and White Chocolate.








Innova



Luxury Gingerbread

HOT CHOCOLATE RECIPE

Ingredients

-  2 pumps (15ml) Simply Gingerbread Syrup
-  2 scoops (34g) Simply Luxury Hot Chocolate Powder
-  Steamed milk
-  Whipped cream
-  Simply Gingerbread Crumb

Instructions

- 1 Combine your hot chocolate powder with your gingerbread syrup.
- 2 Add a small amount of steamed milk and stir into a paste.
- 3 Top with the rest of the milk.
- 4 Decorate with whipped cream and a sprinkle of gingerbread crumb.



Find this recipe and more on our website
www.ibcsimply.com

PROFIT BOOSTING, QUICK SERVING

Winter WARMERS



2/3
of consumers say
speed is just as
important as price

The SIMPLY team are focused on helping you promote drinks which will boost your profit opportunities. Our Winter Warmers range is designed to be easy to prepare, using readily available ingredients and simple processes, which reduces preparation time and eliminates errors.

Research conducted by University College London found that the average customer is prepared to wait in line for 5 minutes 54 seconds before they think about leaving. The study also found that after waiting for five minutes, customer satisfaction can fall from 95% to 85%.

Efficiency is especially vital during peak hours, enabling you to serve customers quickly and maintain a high level of service. Consistency is another key factor, creating drinks which can be replicated by any staff member, ensuring that customers receive the same quality every time they visit.

Each of our Winter Warmers are bursting with flavour, and great for boosting profit margins.

Each 1 litre bottle has 33 servings, so using 30ml of syrup per drink will be one of the most cost-effective drinks on your menu! Simply make the drink and then garnish; A cinnamon stick, whole cloves and slices of orange are the perfect addition to our Winter Warmers.



Spiced Blood Orange & Fig

WINTER WARMER RECIPE



Ingredients

- 4 pumps (30ml) Simply Spiced Blood Orange and Fig Winter Warmer Syrup
- 270ml hot water
- Orange slices to garnish

Instructions

- 1 Add the spiced blood orange and fig winter warmer to a cup or glass.
- 2 Top with hot water and stir.
- 3 Garnish with orange slice (optional).

Excite your Customers

with LIMITED TIME OFFERS

Limited Time Offers (LTOs) give you the perfect opportunity to explore new ideas & entice customers. Over the past five years, there has been 17% average annual growth in beverages with a Limited-Edition claim.♦

Incorporating limited-time offers on your drink menu is an effective method to not only elevate interest but also **entice customers towards higher-priced options.**

Seasonal specials or novelty milkshakes, encourage customers to buy due to the **increased sense of urgency and FOMO.**

1 in 2 consumers say that they are likely to make a one-time impulse purchase “when the food or beverage product is a limited edition”. It’s a great way to drive sales, diversify your menu and enhance the overall customer experience. Using unique syrups like panettone or birthday cake in frappes, lattes and hot chocolates diversifies your menu and creates a sense of excitement with customers wanting to try flavours they never have before.

Top tips to drive purchases...

- 1 Seasonal Flavours**
Introduce drinks that feature flavours associated with specific seasons, events, cultural celebrations or national days.
- 2 Collaborations and Partnerships**
Partner with brands to create unique, co-branded drinks.
- 3 Trending Flavours**
Experiment with trending or unique ingredients to create exclusive drinks. Use popular ingredients like matcha, violet, or rose.



♦ Innova Market Insights 2024

PROMOTE HEALTHIER
OPTIONS *with*

Functional Drinks



Matcha, Protein Powder & More...

The functional drinks market is expanding and diversifying with energy-boosting and cognitive-enhancing drinks among the most popular. This is due to consumers putting a higher emphasis on accessible ways to improve their health.

38% of consumers are purposefully seeking out beverages with ingredients that claim to improve overall health or specific body functions, and a **huge 41% are willing to pay more** for these functional beverages.♦

People want beverages that align with their overall health goals, whether that is heart health, gut health, or energy. They are seeking clever, easier, less expensive ways to change habits to increase health and longevity.

41%
of consumers are
willing to pay more
for functional
beverages♦

♦Packaged Facts Functional Drinks Report 2023

Four ways to incorporate functional drinks on your menu:



1 **Matcha** – known to boost metabolism, enhance focus and concentration, as well as provide anti-ageing properties.

Supplements – offer optional add-ons like protein, antioxidants, energy blends or multivitamins – perfect for milkshakes, smoothies & juices!



3 **Offer milk alternatives**
– like almond or oat which a growing number of people are choosing as a substitute for dairy.

Sugar-free alternatives
eg. Simply Sugar-Free Peach Iced Tea!



What's important to us?

OUR PRODUCTS & INGREDIENTS

Creating quality products is the result of our team working hard to source the right ingredients, develop the right recipe, and rigorously taste test our products before we bring them to market. Making sure they perform on appearance, taste and texture.

We also regularly review our product range so that we supply all the essentials for any food service operator alongside on-trend products and flavours. Our ingredients are carefully sourced and we aim to use sustainable ingredients wherever possible, in addition to natural flavours and colourings if the product allows.



MENU PLANNING

If you need support with your menu, we can help. We work with you to understand your brand, target audience, and the products that will work best for you. The menu suggestions in this magazine are just the start, as we can help tailor the perfect menu for you. Just schedule a meeting with one of our account managers to help you plan your own seasonal menu.

0800 689 5128 sales@ibcsimply.com

OUR TEAM

We know to be successful in business you need a great team. That's why we invest in our employees, from staff training, to perks and benefits, as well as team socials, and keeping the team informed with our goals and vision as a company.



OUR CUSTOMERS

We wouldn't be where we are today without our customers.

It's important to us to ensure you receive excellent customer service across every aspect of our business, from choosing Simply and placing your order, to how your goods are packed and delivered, and of course the end products.

THE ENVIRONMENT AND OUR PACKAGING

As a company we care about our environment and are always making steps to improve our sustainability both through the products we make, but also our environmental footprint.

- ♥ We are a paperless office
- ♥ When we pack our boxes we use recycled cardboard from our warehouse
- ♥ We are constantly looking to make our packaging more sustainable. Our bottles are made with 30% RPET recycled plastic and we are moving some products to recyclable pouches



Feeling inspired?

Find out more about us and take a look at our product range on our website www.ibcsimply.com



Work with us

We work with everyone from independent coffee shops, dessert bars and restaurants to major high street chains, and both UK and International Distributors.

If you'd like to work with us get in touch with one of the team:

sales@ibcsimply.com

0800 689 5128



We're here to help

KEEP UP TO DATE

Our website is brimming with ideas from seasonal menu suggestions and recipes to blog posts on all the latest trends. www.ibcsimply.com

✉ If you're not already signed up to our newsletter we also send out regular updates with links to our latest recipes & blogs.



Tools to help you sell more

Our customer resource library has assets to help you promote your drinks menu and products from in-store **POS artwork ready for you to print or share on social media** to high quality photography and product images for all lines.

If you're not sure how to access it please contact the marketing team with your account number at marketing@ibcsimply.com



Find out more about us and take a look at our product range on our website www.ibcsimply.com

MARCH FOODS



IBC Simply and March Foods are now part of the Delightful Food Group. Formed in December 2023 with IBC Simply's acquisition of March Foods, one of the UK's leading co-packing and co-manufacturing companies.

With over 25 years experience, our innovative and highly trained team provide a **bespoke, cost-effective and quality-driven service.**

Ricky Flax, CEO of Delightful Food Group, IBC Simply and March Foods said:

“The acquisition of March Foods will bring huge benefits to both companies, our customers, and the industry as a whole. We see this acquisition as the first step of a growth plan for Delightful Food Group and we are excited to see where our journey takes us”

120,000 sq ft of production, warehousing and support services with flexible, modular production lines to suit your packaging needs:

- Cans
- Dry packs and dry pouches
- Spouted and tear top pouches
- Stickpacks
- Sachets
- Thermoform pots
- Pots
- Bottles
- Stickpacks



The SIMPLY Range

The **complete** beverage solution!



Smoothies



Luxury Powders



Syrups



Coolers



Milkshakes



Purees



Winter Warmers



Popping Boba



Toppings



Sauces

HOT NEW PRODUCTS ALERT !

SIMPLY

Introducing

**Panettone, Blood Orange & Fig and
Cinnamon Bun syrups!**



Contact us today

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