

## ON-TREND BEVERAGES TO WARM UP WINTER MENUS



From interactive tableside treats to sophisticated liqueurs, the beverage category represents an exciting and profitable opportunity. As a playful response to the rise of craft cocktails, whimsical takes on the classics are growing in popularity. Think salted caramel mimosas, tiramisu martinis or a bacon Old Fashioned. What's more, creative alcoholic beverages are being served at all hours of the day. Beyond the Bloody Mary, inventive cocktails featuring booze-infused cereal milk, cold-brew coffee and chai are making an impact on brunch menus. Menu parts continue to blur with the rise of spiked milkshakes and ice cream floats. This "drinkable desserts" trend shows no signs of stopping—and even during the cold-weather months, the concept can easily come to life on your menu.

With so many concepts in play, winter is a great time to experiment with seasonally appropriate flavors as the basis for new beverages. Not sure where to start? Consider warming up your menu with hot beverages. Tea, apple cider and hot chocolate-based beverages invoke the spirit of the season and can find a place on both the cocktail and non-alcoholic drink pages of your menu. Showstopping shakes rooted in ingredients like gingerbread, cinnamon and peppermint can be served with or without rum, bourbon and flavored vodkas. Be sure to consider the social media aspect of holiday beverages—cookie garnishes, caramel drizzles and chocolate-rimmed glasses lend themselves perfectly to the trend.



## PRODUCT FOCUS

**J. HUNGERFORD SMITH®** helps operators create eye-catching, indulgent beverages with ease, thanks to a selection of heat-and-serve fudges, fountain and shake syrups, ready-to-use toppings and specialty products.

**REDDI-WIP®** features natural vanilla flavor with real sugar and Grade A cream—no artificial flavors, no artificial sweeteners, no high fructose corn syrup and no hydrogenated oil. For a dairy-free option, choose Reddi-wip® Non-Dairy Whipped Topping—it provides the performance and presentation of Reddi-wip® Real Cream without the presence of dairy.

**SWISS MISS®** hot cocoa is known for the classic milk chocolate flavor your guests love—made with premium imported cocoa and real nonfat milk.

## CHEF TIPS

Conagra Foodservice products can add appealing sweetness and eye-catching presentation to seasonal and specialty cocktails. Here are some tips from our culinary team to get you started!

### MIX-INS

Add **J. Hungerford Smith® Caramel Fudge** to spiked cider for a sweet finish.

Incorporate **Reddi-wip® Non-Dairy Whipped Topping** into cocktail bases for light, frothy texture.

### TOPPINGS

Add a dollop of **Reddi-wip® Non-Dairy Whipped Topping** to create height and a larger canvas for garnishes.

Top beverages with **J. Hungerford Smith® Marshmallow Topping** and heat with a blowtorch for authentic campfire feel.

### GARNISH

Drizzle **J. Hungerford Smith® Mellocream® Fudge** inside glasses before filling to create a stunning presentation.

Dust **Swiss Miss® Hot Cocoa** over chocolate-based drinks for dramatic effect.

## BY THE NUMBERS

Signature cocktails and mocktails incorporating beloved wintry flavors and ingredients have the potential to make a huge impact on the menu.

**56%** GROWTH OF SPECIALTY COCKTAILS ON MENUS SINCE 2014

**38%** GROWTH OF THE TERM "SPIKED" ON MENUS SINCE 2014

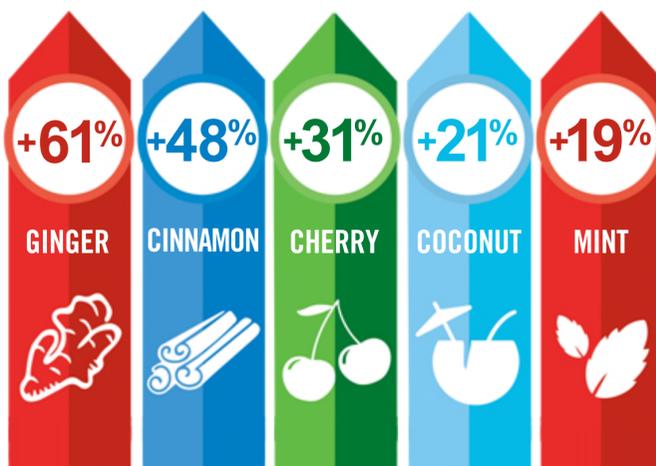
**81%** OF CONSUMERS LIKE OR LOVE HOT CHOCOLATE

**68%** GROWTH OF APPLE CIDER OVER THE PAST FOUR YEARS

Datassential MenuTrends, U.S. menu penetration growth 2014-2018. Datassential FLAVOR, October 2018.

## THE QUICK DISH

FLAVORS GROWING ON COCKTAIL MENUS



Datassential MenuTrends, U.S. menu penetration growth 2014-2018.

## A RECIPE FOR INDULGENCE

Seasonal beverage menus showcasing flavors like chocolate, caramel, apple cider and cinnamon create a festive atmosphere for your patrons. Try some of these sweet LTO ideas, featuring Conagra Foodservice products.



### S'MORES COLD BREW

**J. Hungerford Smith® Mellocream® Fudge** and **J. Hungerford Smith® Caramel Fudge** lend a touch of sweetness to 24-hour cold brew coffee, served in a graham cracker-rimmed glass with a toasted marshmallow.

[VIEW THE RECIPE](#)



### SPIKED CARAMEL APPLE CIDER

A blend of hot apple cider, cinnamon whiskey and **J. Hungerford Smith® Caramel Fudge**, dressed up with **Reddi-wip® Non-Dairy Whipped Topping**.

[VIEW THE RECIPE](#)



### HOLIDAY CARAMEL GINGERBREAD BOOZY MILKSHAKE

**J. Hungerford Smith® Caramel Fudge** blended with vanilla vodka, gingerbread cookies, vanilla ice cream, cinnamon and ginger.

[VIEW THE RECIPE](#)



## SEGMENT FOCUS: BAR & GRILL

From chains to independents, bars and full service restaurants are capitalizing on the "boozy indulgence" trend—serving up spiked shakes, wintry cocktails and dessert-inspired beverages.

**Hala Kahiki:** This Chicago tiki bar serves up a "Snow Goddess" made with Kahlua, crème de cacao, chocolate, vanilla ice cream and whipped cream.

**California Pizza Kitchen:** The "Whiskey Cider Press" cocktail features bourbon, apple cider, lemonade, ginger ale and spiced tart cherries.

**Engine Company 3:** The "Toasted Almond" cocktail at this Milwaukee hotspot is made with amaretto, Kahlua, whipped cream and freshly brewed coffee.

**Mel's Burger Bar:** A selection of boozy shakes includes the "Tennessee Jed" with vanilla and caramel ice cream and whiskey.

Sources:  
 Brian Masilionis, "Cocktail Trends Tour," *Flavor & The Menu*, November 8, 2017.  
 Katie Ayoub, "Cocktails at Play," *Flavor & The Menu*, January 1, 2018.  
 "On-Trend Brunch Cocktails," *Flavor & The Menu*, January 1, 2018.  
 "Top 10 Cocktail Trends to Know Now," *Restaurant Business*, 2018.

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