



FESTIVE FAVOURITES ARE HERE

Get that festive feeling with The We Proudly Serve Starbucks® Coffee Programme and the signature Holiday beverages range. Toffee Nut Latte, Toffee Nut Frappuccino® Blended Beverage and the NEW Hot Chocolate with Peppermint Syrup are the perfect menu choices for customers to bring some joy to the festive season.

Toffee Nut
Frappuccino®
Blended Beverage

Toffee Nut
Latte

Hot Chocolate with
Peppermint Syrup

25% of consumers surveyed in the UK said that they're more likely to visit a coffee shop during the festive period than any other time of year.¹

Coffee drinkers are willing to pay an average premium of **13.5%** for festive beverages compared to their standard coffee purchase.¹

Annual hot chocolate sales reached **£126 million** in the UK during 2020, and account for 68% of the 'hot milk drink' category.²

7.1 million UK consumers like to try new or different hot beverages out-of-home.²

48% of customers who purchase hot drinks in the UK feel that the arrival of holiday beverages are their favourite sign that the festive season has begun.³

6 million posts globally included the #HotChocolate tag on Instagram so far this year.⁴

SKU	Description	Case Size

Sources:

1 <https://www.worldcoffeeportal.com/Latest/InsightAnalysis/2019/December/The-UK-coffee-shop-festive-favourites-2019#:~:text=Proving%20that%20it%20truly%20is,any%20other%20time%20of%20year.>

2 <https://wholesalemanager.co.uk/hot-beverages-are-a-perennial-favourite-with-the-british-public/>

3 <https://www.thegrocer.co.uk/trend-reports/festive-hot-drinks-can-retail-cash-in-on-the-buzz/600513.article#:~:text=In%20our%20Harris%20Interactive%20survey,to%20pay%20for%20this%20feeling>

4 <https://www.instagram.com/explore/tags/hotchocolate/>

Serveware varies from image shown.
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For the 'most wonderful time of the year,' choose The We Proudly Serve Programme.

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