

THE POURCAST



**GET IT WHILE
IT'S COLD**



AN INSIDER'S LOOK AT HOW WE HELP
THE WORLD'S BIGGEST CHAINS LAUNCH
THE HOTTEST COLD BEVERAGE LTOS

LTO EXPERTS



If you've had a non-alcoholic LTO at a cafe/bakery chain, there's a very good chance our R&D team created it



Myla Watkins



Paul Tschammer



Ben Smith

As a company, we've been investing big in our manufacturing capabilities. With facilities in the west and now in the midwest, we've solidified our spot as largest high-acid aseptic beverage manufacturer in North America.

But before manufacturing can begin, the magic really starts in the lab, with our R & D team.

R&D Managers Myla Watkins and Ben Smith and Director Paul Tschammer were responsible for more than half of Technomic's top 20 highest rated LTOs launched in the cafe/bakery segment in 2023 and 2024.

That's why we consider our team the LTO experts.

I sat down with the team to discuss what it takes for our customers to launch blockbuster LTOs time and time again.

PLANNING AHEAD IS KEY

The most important part of developing an LTO is making sure you build in plenty of lead time. The most successful LTO launches allow for 12-18 months of development.

During the development window, Paul and team craft samples for the customer. The customer provides feedback and we adjust as needed, making sure the product meets the brand's standards.

"We need time for shelf-life testing, time to get ingredients. It takes time to perfect a concept," Ben said. Of course, we've worked with customers on a shorter timeline, but we don't recommend doing that. "When we have to rush to get ingredients or cut back on shelf-life testing, it's difficult," Ben said.

When a customer requests an LTO that's an extension of an existing category, we have to play within the established guidelines.

"In terms of nutritionals and operational factors, everything about the LTO we create will fit into their existing standard," Paul said.

NO SURPRISES

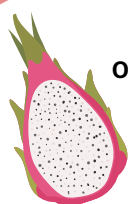
Planning an LTO that is consistent in every possible way means there are no surprises. Your manufacturer will know how to make it, your team will know how to build it, and your customers will be willing to try it. When it fits seamlessly into your existing beverage program, you increase your chances of a successful launch.

LTO→REGULAR MENU ITEM

Many of our customers feature trending flavor and functions in their LTOs. It's a good way to test whether a trend has staying power with your customers.

"Offering a trending flavor as an LTO is a good way to test your customers' tolerance for pushing boundaries," said Paul.

Even when an LTO doesn't get promoted to everyday item, customers can look forward to its annual re-launch each season.



**DRAGON FRUIT IS
ONE OF THE FASTEST
GROWING FLAVORS
IN THE NON-ALC
CATEGORY**

-Technomic

THE PHONE SIPS FIRST

Getting social media traction is no longer an option, it's critical.

If you've spent any time around someone with a one or a two in the tens place of their age, you've probably noticed: they're extremely online. Despite warnings from experts all over the globe about the dangers of a 'screen-based childhood,' it appears nothing is off-limits when it comes to what Gen Z and Alpha share.

This natural instinct to share is exactly what pushes "social media food" into the "ubiquity" phase of Datassential's Macrotrend menu adoption cycle. And it's why, when creating LTOs, it's absolutely critical that your offering looks as good as it tastes.

R&D Director Paul Tschammer says color is a factor all of our customers consider when developing an LTO. "The color of the drink is really the first thing most of our customers mention when they brief us," Paul said. "They usually want a variety of colors on their menu at any given time, so whatever new item they're adding will contrast with what's already being offered."

Back when an "influencer" was a rare breed, you could pay them to post whatever you wanted. But today, content creators (as they now prefer to be called) have the power—and the best ones only promote products that fit their aesthetic and personal brand. If they're not vibing with your vibes, chances are you're not getting that deal. So if you want to catch the attention of creators with the biggest audiences, you'd better give them something worth posting.

When you pick the right creators to promote your brand, it can create the illusion of ubiquity, even if only a small segment of your audience adopts early. When your Gen Z customers open their feeds, they'll see your LTO everywhere because people tend to follow the same influencers their friends do. Think of it as a digital "birds of a feather" effect. If it feels like "everyone is trying it," they'll feel like they have to try it too.

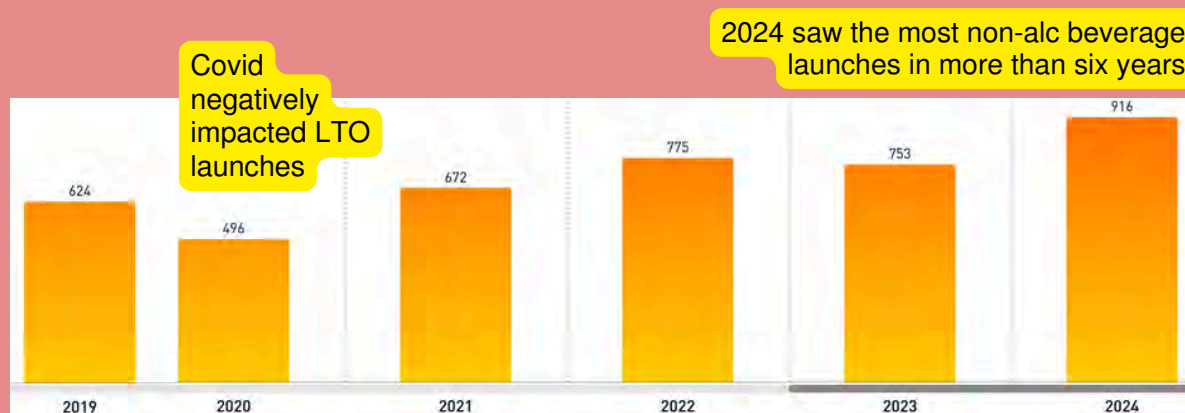
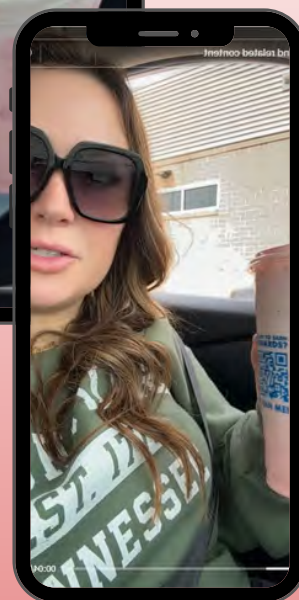
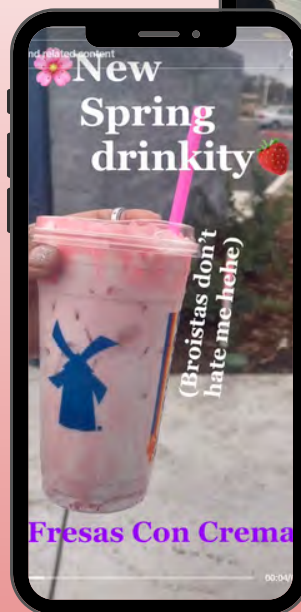
Don't overlook the everyday customer who shares the LTO with their smaller following. With a short window for an LTO to take off, you need the average fan to be passionate enough to post about it the first time they try it. If they use your brand-specific hashtag, even better. And if they tag you? That's the social media food trifecta.

#TrendingNow

49%

of Gen Z learns about coffee topics from TikTok

*Mintel



NON-ALC BEVERAGE LAUNCHES SINCE 2019



READY TO LAUNCH

When you have a dynamic environment that rewards creativity, you'll find it much easier to get those LTOs off the ground. Once that culture of innovation is in place, here are other things to consider as you launch your LTO.

Inspiration is Everywhere



- No matter what segment you're in, keep an eye on beverage trends across the board — from C-stores to fine dining.
- Food trends often spark beverage trends, so stay tuned to what's happening across the food and beverage industry to fuel fresh ideas.
- Tap into your store-level employees' knowledge of daily operations and customer requests — and create regular opportunities for them to share their insights.



Get Social

- Regularly keep track of social chatter about your brand. Share quality user-generated content to increase engagement.
- Engage with as many fans as possible, prioritizing the ones with the widest reach.
- Give creators exclusive access so your product comes pre-loaded with plenty of buzz.
- Consider creating a fan club on social or a "close friends" list where, via DM, you can drop hints, conduct polls, and create buzz with your stans.

Flexible & Pairable



Craveable & Practical



When you create a flexible LTO that can be paired with many items on your menu, it's not only practical but also even more crave-worthy.

- Pair it with food: Inspire customers to order more than one item per transaction.
- Sell it all day: Offer it all day, with customizations for each daypart.
- Sell it in many formats: Work with our Innovation team to develop multiple drinks with one LTO.
- Customizable add-ins: Offer inclusions and encourage other unique tweaks so a customer can make it their own.

And most importantly, promote all of this on social media, encouraging content creators to show the beverage in all the fun and innovative ways!

PARTNER WISELY

The companies you work with—those who make your cups and supply your ice and make your beverages—need to be equally as engaged in the innovation process as you are. When you work with Leahy, there will be an account team ready to serve you and to collaborate with your team on creating a delicious product. You'll have people from Sales, Marketing, R&D, Account Management and Customer Service who are dedicated to your brand's success. You should expect that level of commitment from all your suppliers.



**LET'S GET
STARTED ON YOUR
NEXT PROJECT.**



ABOUT LEAHY-IFP

Leahy-IFP is a world-class, high-acid aseptic beverage contract manufacturer.

Where others generalize, we specialize, delivering custom turn-key solutions that accelerate growth for global brands.