

VOL 3
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THE POURCAST

THE TEXTURE EFFECT

Plus Quick
Sip: Ube &
Banana

Whether it's frothy foam, chewy inclusions or slippery pearls — texture transforms beverages into multisensory experiences that capture attention, drive sales and get clicks.

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ABOUT LEAHY-IFP

Leahy-IFP is a world-class beverage manufacturer, offering unmatched expertise in skill and scale, guiding global brands through turn-key product formulation and commercialization. As the only custom contract manufacturer with a singular focus in high-acid aseptic, we deliver personal service and exceptional quality while accelerating our customer's growth and speed to market.



THIRSTY



IT'S NO SECRET: BEVERAGE INNOVATION IS THE FUTURE OF FOODSERVICE

There's explosive growth for emerging beverage leaders like Dutch Bros and 7 Brew. QSR burger chains like Wendy's and BK are expanding their beverage offerings. QSR giants McDonald's, Taco Bell, KFC, and Chick-fil-A are investing heavily in beverages, either with stand-alone beverage-focused concepts or a renewed focus on beverage menu development. And there's the absolutely dizzying volume of TikTok content with hashtags like #coffeetok, #drinkgirly, #icedcoffee, #refresher... it might literally be infinite. Operators have their marching orders: make us a drink.



Why Texture is the Next Big Move in Beverages

Texture is in good place to start with beverage innovation. The addition of a texture element is fairly easy to pull off operationally, and customers will respond to it. According to Datassential, boba is "on fire," and operators are adding inclusions across the spectrum-- from dragon fruit pieces in a refresher to cookie pieces in a smoothie. Cold foam and, most recently, "cloud" additions are also trending. **Here's why you should consider adding some texture to your menu:**



SOCIAL-MEDIA WORTHY

Just Add Foam

Gen Z and Millennial customers love a pretty bev. Add a pillowy cap of foam for some serious social traction.



It's Poppin'

The more substantial mouthfeel of a textured beverage is a more satisfying "little treat" than a soda or coffee—perfect for GLP-1 users who want a light snack



CRAVE-WORTHY

Gimme More

Multi-layered drinks invite repeat visits. A customer will keep coming back to make tweaks to their order—often inspired by the #drinkgirly content they see online.

CLOUDY (AND CHEWY AND SPARKLING AND SLUSHY AND GELATINOUS...) WITH A CHANCE OF LIKES

VELVETY CAPS & CLOUD TOPS: INSIDE HEYTEA'S VIRAL TEXTURES

Social media food is in the Ubiquity phase of the Macrotrends MAC, so it's official: operators benefit when their drinks look as good as they taste.

HeyTea is a Chinese tea chain with 17 locations in the US, mostly in New York and California. It's a TikTok #drinkgirly favorite. They specialize in using real tea, real milk, and natural ingredients to create beautifully layered and delicious tea treats that often look more like a yogurt parfait than a beverage.

They used their natural ingredient approach to cheese tea, which originated in Taiwan around 2010 in night markets. HeyTea refined the recipe by using real cream cheese instead of powder. Despite the name, cheese tea is less like a chunk of cheese floating in your teacup and more like having a velvety, whipped cream cheese cap on top of a more traditional tea.

The HeyTea menu, which is best viewed in their app, is a study in beverage innovation. They liberally add layers of color, flavor, and texture while staying true to the health halo many customers prefer. With warnings like "Do not swallow in one gulp" and "Elderly and children should consume under supervision," it's clear they take texture very seriously.

SERIOUS TEXTURE, BOLD FLAVOR

A closer look at HeyTea's textures that create viral, craveable and snackable beverages:

WHAT IS "SOCIAL MEDIA FOOD"

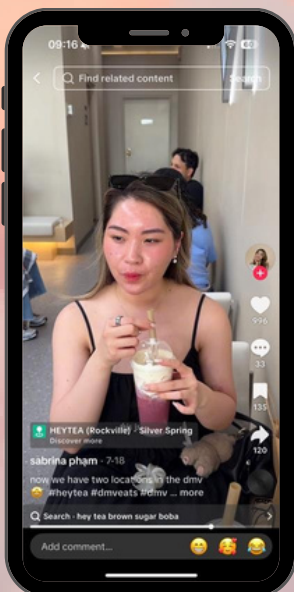
It's been clear for a long time that social media is an important tool for generating buzz about beverages. **Social Media Food** is food/beverage that is optimized for attention on social media. It is highly visual and shareable. These foods often feature dramatic colors, novel textures, playful builds, or interactive elements that translate well to short-form video and photos. On Datassentials' Macro Trends MAC, it is now in ubiquity.



CLOUD CRISP GRAPE



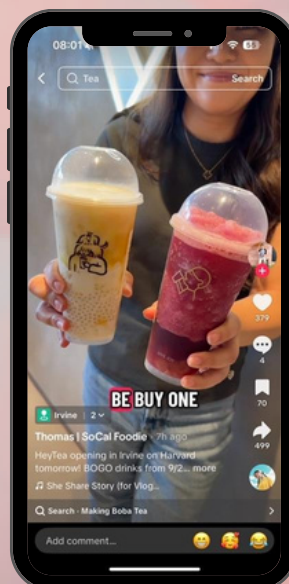
Cheese Cloud (original), Jasmine Green Tea (Slushie), Grape Juice, Grape Puree, Real Cane Sugar



MANGO GRAPEFRUIT BOOM



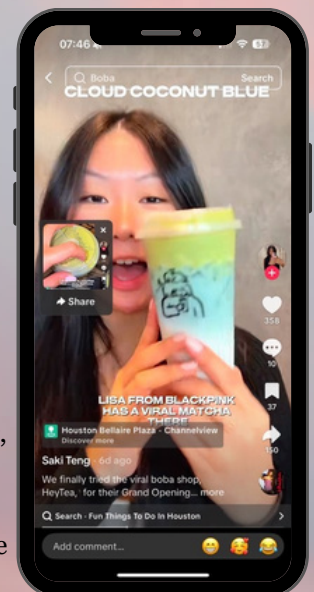
Grapefruit Pulp, Jasmine Tea (Slushie), Mango Juice, Mango Puree, Coconut Milk, Coconut Milk Jelly, Sago, Real Cane Sugar



MATCHA CLOUD COCONUT BLUE



Matcha Cloud, Coconut Milk, Coconut Water, Blue Spirulina Liquid, Coconut Milk Jelly, Real Cane Sugar

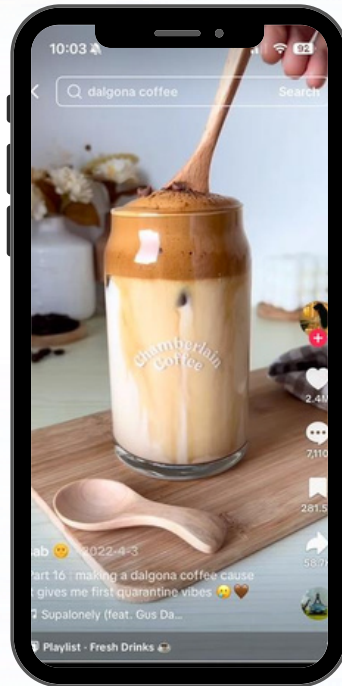


The #DrinkTrends You Need to Know

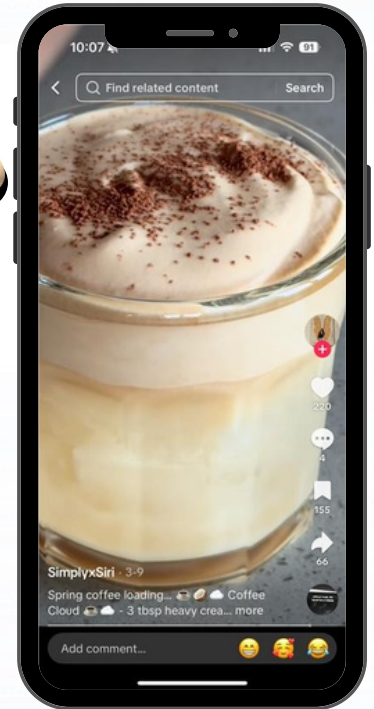
Gen Z (55%) and Millennials (56%) are statistically more likely than other generations to have purchased a food, beverage, or ingredient just because they saw it on social media. You can make these viral drinks in your operation. All you need is a few foodservice staples and a frothing device and you'll be on your way to #coffeetok fame.



**DALGONA
COFFEE**



**COCONUT
CLOUD
COFFEE**



Whip equal parts **instant coffee**, **sugar**, and hot water until creamy; add to **milk**.

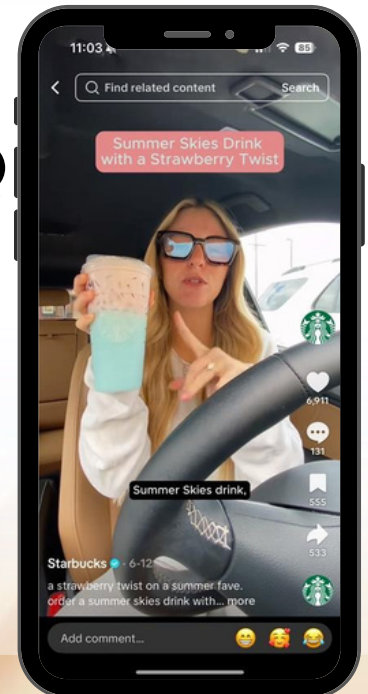
Whip **instant coffee** with skim **milk** and **sugar**. Pour over iced **coconut water**.



**CLOUD
MATCHA**

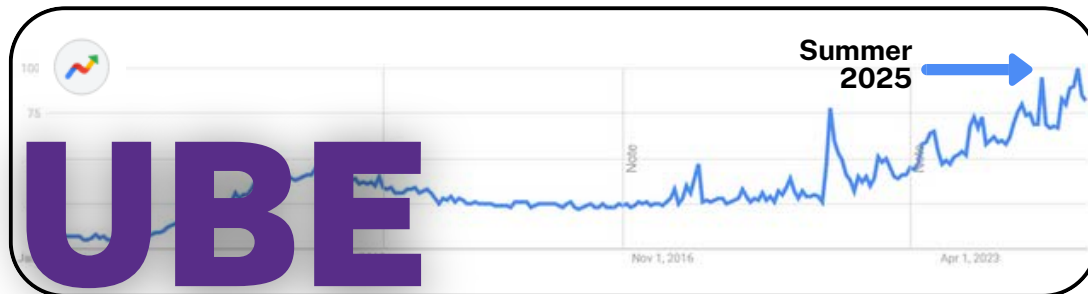


**COLD
FOAM**



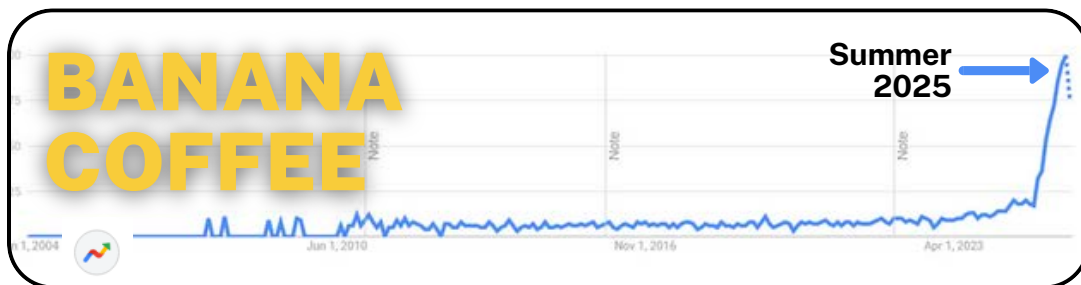
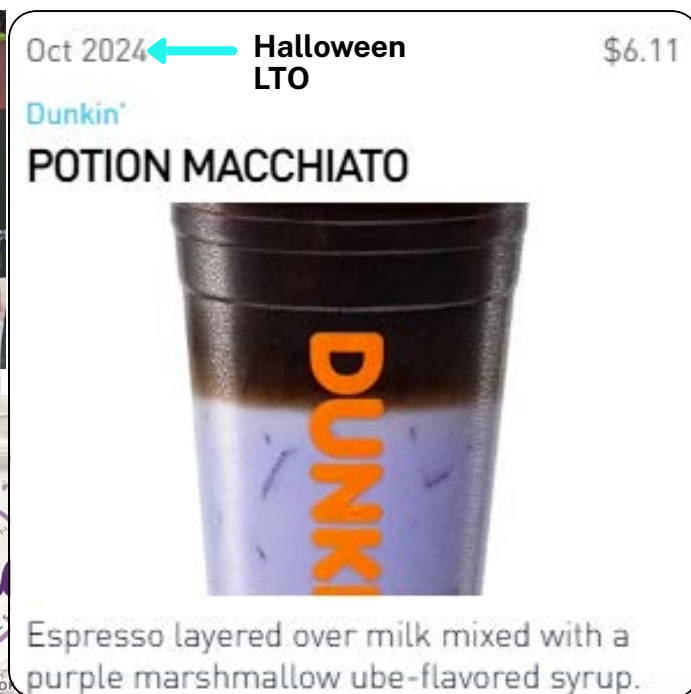
Whip **matcha** powder, skim **milk** and **sugar** until creamy. Pour over iced **coconut water**.

Iced beverage with a smooth, **creamy foam layer** just at the surface, not towering.



D DATASENTIAL
**GROWTH
 POTENTIAL
 VERY
 STRONG**

Prized for its nutty, subtly sweet, vanilla-like flavor and vivid violet hue, ube attracts consumers who crave novelty and globally inspired flavors. Its vibrant color makes it perfect social media fodder.



D DATASENTIAL
**26%
 OF CONSUMERS
 ARE INTRESTED IN
 TRYING BANANA
 COFFEE**



Getting Started with Beverage Innovation

Whether you're responding to customer demand or looking to differentiate your menu, the path to beverage innovation starts with a few strategic moves. Use this checklist to guide early planning, align your team, and turn trending ideas into operational wins.

- Incubation

- Design for Social Media**
 - ☐ Focus on visual appeal: color layers, foam caps, clear cups
 - ☐ Capture a signature "social shot" for marketing
 - ☐ Test what moves and sparkles on camera
 - Tap Into Trending Flavors**
 - ☐ Feature eye-catching global flavors: ube, banana coffee
 - ☐ Feature familiar & new pairings (matcha + coconut, mango + jasmine)
 - ☐ Monitor TikTok and #DrinkTok trends to stay current
 - Think Snackable, Not Just Sippable**
 - ☐ Create drinks that double as a light snack
 - ☐ Use ingredients with body or chew for satiety
 - ☐ Market as a "treat yourself" or mini indulgence
 - Add some Texture**
 - ☐ Add a simple texture: cold foam, boba, jelly, or fruit pieces
 - ☐ Train staff for consistency and control
 - ☐ Match inclusions to existing menu flavors
- Commercialization

- Optimize for Operational Ease**
 - ☐ Choose Leahy for aseptic bases that cut cold storage and waste
 - ☐ Use ready-to-blend or pour-over concentrates
 - ☐ Test for prep speed and simplicity
 - Pilot, Post, and Pivot**
 - ☐ Start small with a limited-time offer
 - ☐ Encourage guests to post and tag their drinks
 - ☐ Track engagement, repeat orders, and team feedback

LET'S GET STARTED ON YOUR NEXT PROJECT.

