



WHAT WE'RE CRAVING

2024 BEVERAGE TRENDS FORECAST



FROSTY BUZZ

we're in our cold beverage era

No longer do consumers gulp down a hot cup of joe just to get through the morning; it's now all about the buzzy experience. Ice Cold Energy has been on the rise for a while, and it will dominate in 2024. Refreshers and caffeinated functional sodas/juices have transformed the way we savor our caffeine. More than 80% of caffeine enthusiasts are turning to icy concoctions, shunning the conventional hot cup. At the forefront, of course, is Gen Z, customizing and sharing their cold creations, making 'on the rocks' the new cool.

LOW, SLOW & ON ICE!

Innovative beverage brands are tapping into a wide variety of herbs, beans and vitamins to answer the consumer demand for lower, slower and no caffeine options

Laurina



A DROUGHT-RESISTANT COFFEE VARIANT WITH A NATURALLY LOWER CAFFEINE CONTENT (ABOUT 1/3 TO 1/2 THE CAFFEINE IN STANDARD VARIETIES)



Guayusa

CONTAINS SIMILAR AMOUNTS OF CAFFEINE TO COFFEE BUT IS SLOW RELEASING WHICH MEANS IT LASTS FOR HOURS LONGER AND AVOIDS THE SPIKE AND CRASH TYPICAL OF COFFEE

Yaupon



AN HERB THAT CONTAINS 30% LESS CAFFEINE THAN COFFEE AND CONTAINS THEOPHYLLINE AND THEOBROMINE



B Vitamins

B VITAMINS AND OTHER NOOTROPICS GIVE A NATURAL ENERGY BOOST AND HAVE A VARIETY OF NEUROLOGICAL BENEFITS

LUXE INDULGENCE

a sweet tooth moment

Amid the ever-present hum of a tumultuous news cycle, consumers began using food and beverage as a means to carve out little escapes from their daily lives. A luxurious little treat is an easy and accessible way steal a moment of indulgence.



CUSTOMIZED & SWEET

These tools allow operators to be nimble enough to add a wide variety of indulgences to their menu



**Syrup / Cream
+ Soda Base**

PUMPING A CONCENTRATED SYRUP & CREAM INTO A FIXED SODA BASE ALLOWS OPERATORS TO KEEP UP WITH THE CUSTOMIZED “DIRTY SODA” TREND. WITH ENDLESS FLAVOR OPTIONS, SYRUPS ARE AN OPERATOR’S TICKET TO A VIRAL SECRET MENU ITEM.



**Dessert-Inspired
Drinks**

WITH THE RECENT EXPLOSION IN THE DESSERT/SNACK SEGMENT, ALL OPERATORS ARE SEEKING WAYS TO SATISFY THEIR CUSTOMERS’ SWEET TOOTH. CUSTOMIZABLE, INDULGENT DESSERT DRINKS ALLOW OPERATORS TO ADD SOMETHING SWEET TO THE BEVERAGE MENU. EVEN BETTER, THE MOST FLAMBOYANT CREATIONS SATISFY THE GEN Z AND MILLENNIAL URGE TO SHARE THEIR DRINKS WITH THEIR SOCIAL MEDIA AUDIENCE.



**Real Fruit Puree
+ Base**

FOR SOME CUSTOMERS, EVEN WHEN THEY ARE INDULGING, THEY WANT A ‘BETTER-FOR-THEM’ OPTION. FOR OPERATORS LOOKING TO ATTRACT THESE MORE HEALTH-FOCUSED CUSTOMERS, ADDING FRUIT PUREE TO A LEMONADE BASE ADDS A HEALTH HALO TO THE CUSTOMIZED BEVERAGE SPACE.



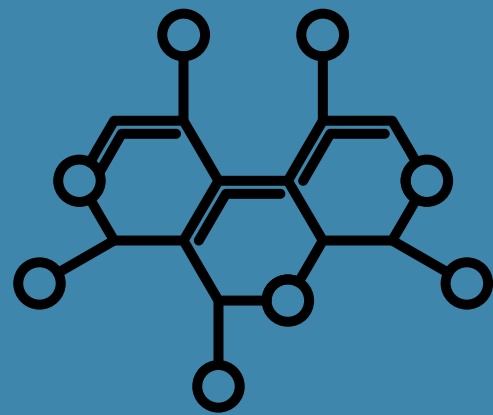
HYDRATION & FUNCTION FOR ALL

#thirsty

Hydration, once just a noun, is now an adjective. It describes a symphony of health-focused beverages designed to quench the thirst of not just to athletes, but also to the everyday consumer. We're all sipping on fruit-infused elixirs, with B vitamins, electrolytes, and probiotics conducting a wellness orchestra. It's not just hydration; it's a melody of functional goodness, a refreshing tune for the health-conscious consumer. The team at Leahy watched the thirst for hydration beverages climb over the last five years, leading us to create our All Friends hydration beverages in 2022.

MORE [FUNCTION] IS MORE

Consumers are demanding a multitude of functional benefits, ideally all in one big sip



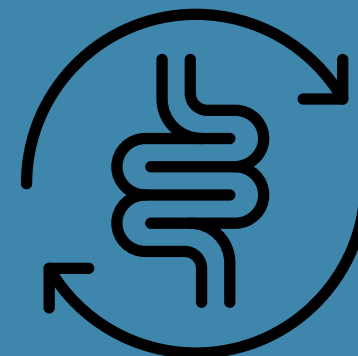
Hormone Health

ONCE CONSIDERED TABOO TO DISCUSS, WOMEN ARE FLIPPING THE NARRATIVE. MENOPAUSE, FERTILITY AND HORMONE IMBLANCE ARE ALL PART OF THE PUBLIC DISCUSSION, AS WOMEN SEEK OPTIONS FOR TREATING THEIR SYMPTOMS.



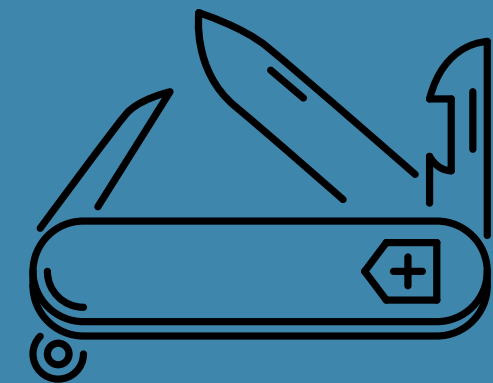
Cognitive Health

FROM INCREASED AD/HD DIAGNOSES TO ANXIETY, INSOMNIA AND EVERYTHING IN BETWEEN, CONSUMERS ARE LOOKING TO THE BEVERAGES THEY DRINK TO EASE THEIR TROUBLED MINDS.



Gut Health

WITH INCREASED ATTENTION BEING PAID TO THE HUMAN MICROBIOME AND ITS EFFECT ON OVERALL WELLNESS, CONSUMERS ARE DRINKING BEVREAGES AND EATING FOODS THAT WILL SERVE THEIR GUT HEALTH.



All the Good Stuff

ALL FRIENDS JUICE-BASED HYDRATION BEVERAGES ARE A SWISS ARMY KNIFE OF FUNCTION. ELECTROLYTES FOR HYDRATION, B VITAMINS FOR ENERGY AND ELECTROLYTES FOR CELLULAR HEALTH ALL COME TOGETHER IN A PERFECT CONCOTION OF FUNCTION.

LET LEAHY-IFP BRING THESE TRENDS TO LIFE FOR YOUR BRAND

Leahy-IFP is an expert in beverage ideation, innovation & commercialization.



ENERGY



SMOOTHIES



FUNCTIONAL



LEMONADE



VINEGAR
INFUSIONS



SPARKLING



COLD BREW



TEA



FRAPPES



JUICE

We Bring Trends To Life

No matter what path you take to get there, the outcome will be an on-trend beverage



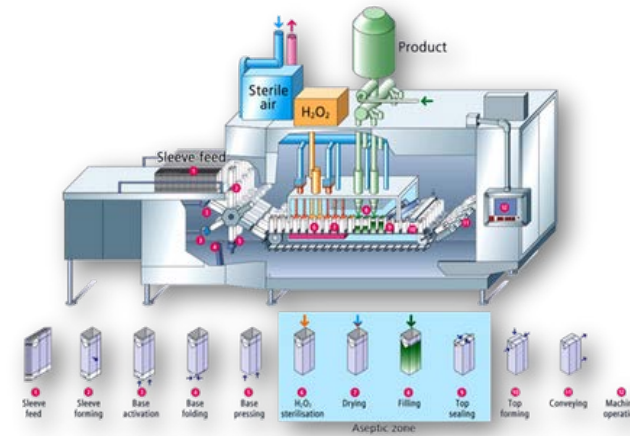
DATA-DRIVEN INSIGHTS

Our team goes beyond assumptive planning; instead our ideation process is driven by conventionally sourced data and AI-generated insights-- not to mention our team's pathological fixation on beverage innovation. We synthesize this information with industry needs, allowing us to stay at the forefront of innovation.



PRODUCT DEVELOPMENT

The concepts we've developed transition into the R&D lab to be brought to life. With nearly 75 years combined food science/culinary expertise, our innovation team is able to formulate effective solutions. We deliver a commercially-viable product designed to drive real change and quantifiable growth for operators.

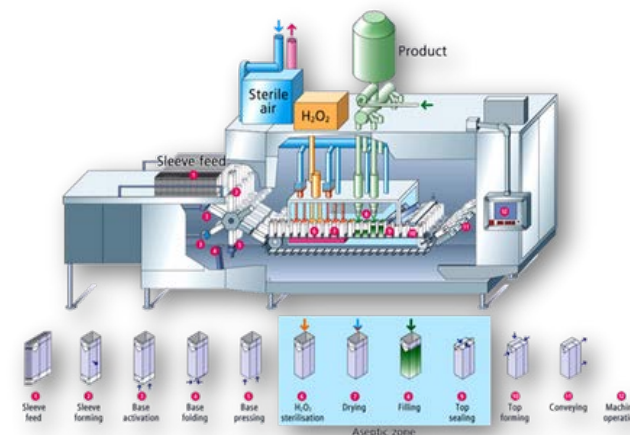


CUSTOMIZED SOLUTIONS

Depending on a range of factors, the commercialization process can take one of two paths: work with our teams to create custom solutions; or utilize Leahy-branded products. In either case, our field-tested commercialization process, strategically located state-of-the-art facilities and cutting-edge technologies enable us to deliver top quality, shelf-stable products and services.



OFF-THE-SHELF SOLUTIONS



ASEPTIC PACKAGING

Because it maintains sterility without the use of refrigeration or preservatives, aseptic packaging ensures an extended shelf life for high-acid beverages. Exposure to rapid heating and cooling preserves nutritional quality, flavor and aroma. Additionally, the process offers energy efficiency, reduced preservative dependency and enhanced production efficiency.



Hydration Beverages, Smoothies, Lemonade & More!



...AND MORE!

WANT TO LEARN MORE?

Connect with the Leahy-IFP Team to get started



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