



BEYOND PUMPKIN SPICE – FALL FLAVOR TRENDS.

FALL 2023 BEVERAGE TRENDS & INSPIRATION

Pumpkin spice lattes. Hot apple cider. Chai tea. Fall drinks attract all of the buzz. It's time to take your fall beverage lineup to the next level with trending flavors that welcome the season. And Rich's versatile and easy-handling On Top® portfolio is here to add the sweet finishing touch to your beverage menu's next big trend.

#FALLDRINKS HAS
85
MILLION
TIKTOK VIEWS.!



CINNAMON, SPICE AND EVERYTHING NICE.

Cinnamon, nutmeg, clove, ginger. Spices mark the season of cozy sweaters and rustling leaves, with fragrant aromas and rich, warm flavors. Find new ways to incorporate autumnal spices into your seasonal beverage LTOs.

63% of consumers' last LTO was an impulse purchase.²

HORCHATA

A popular Mexican drink, horchata is a sweet rice milk beverage made out of rice, milk, vanilla and cinnamon – and according to Datassential, it's a 2023 non-alcoholic megatrend.

Horchata Pumpkin Cold Brew with Pumpkin Oat Milk Soft Whip



PLANT-BASED TOPPING POWER.

Rich's On Top Oat Milk Soft Whip delivers the same creamy, pourable experience of On Top Soft Whip – with plant-based ingredients.

Plant-based dairy, particularly oat milk, continues to grow in popularity at a 15% CAGR from 2022 to 2030.⁴



GET AN EXCLUSIVE FIRST LOOK AT ON TOP OAT MILK SOFT WHIP!

Chai Espresso Martini with On Top Soft Whip



CHAI'S MENU PENETRATION HAS GROWN BY **+27%** OVER THE PAST 4 YEARS.⁵



PUMPKIN FLAVORED PRODUCT SALES SURPASS **\$500 MILLION** EACH YEAR.³

PUMPKIN SPICE

Welcome fall with the seasonal LTO flavor hero in any beverage – hot or cold!

Pumpkin Spice Milkshake with Oat Milk On Top

GHOST PEPPER

Anything sweet plays nice with a little bit of spice. Add the fiery, fruity flavor of ghost pepper to your fall-themed beverages for a sip that packs a punch.

Ghost pepper is trending, with 73% consumer familiarity.⁶

Ghost Pepper Hot Chocolate with On Top Mallow



FAN-FAVORITE FALL FLAVORS.

Feature some of fall's greatest hits on your beverage menu with subtle spins that make them your own!

COOKIE BUTTER

Add the dreamy, creamy cookie and spice goodness that makes up cookie butter to your specialty beverage recipes for a sure-to-be fall hit.

TikTok videos with the trending hashtag #dirtysoda received **140.3 million** views.¹

Cookie Butter Root Beer with On Top Soft Whip



COOKIE BUTTER GREW **22%** ON MENUS OVER THE LAST YEAR, GAINING FAST POPULARITY.⁷



Peanut Butter Cup Milkshake with Chocolate On Top

PEANUT BUTTER CUP

Fall weather encourages us to dig into our favorite indulgent desserts that involve chocolate, and its partner in crime; peanut butter.

Peanut butter cup is a **top 3** non-alcoholic beverage flavor.⁹



71% OF CONSUMERS LIKE OR LOVE MENU ITEMS WITH PECAN.⁸

Pecan Pie Americano with On Top Original

Spiced Appletini with On Top Original



CINNAMON APPLE

A staple of the season, apples pair perfectly with cinnamon spice for any cozy fall delight. According to Datassential's Insider Fall Index, cinnamon apple is menued over 10X more in fall than the average for all other seasons.

Apple martini is the **#1** fall cocktail variety.⁹

TOP OFF ANY FALL FAVORITE.

MORE THAN **HALF** OF COFFEE CONSUMERS DRINK SEASONAL COFFEE FLAVORS DURING THE FALL AND WINTER.¹⁰

Our portfolio of On Top® Whipped Topping and Soft Whip products add joy, visual splendor, stability and menu-wide versatility — all from a single bag or carton. Make your beverage program that much sweeter.

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/ SIZE (LB)	SHELF LIFE FROZEN (DAYS)
02559	On Top Original Whipped Topping	12/16	540
10436	On Top Whipped Topping Mallow	6/16	540
16462	On Top Chocolate Whipped Topping	6/16	365
02090	On Top Sugar Free Whipped Topping	12/16	365
09073	On Top Whipped Topping Made With Cream	12/16	365
09229	On Top Soft Whip Topping Sweet Cream	12/1.19 lb	540
20667	On Top Oat Milk Whipped Topping	12/12 oz.	540
21801	On Top Oat Milk Soft Whip	12/19 oz.	365

¹ TikTok Insights, 2023

² SNAP! LTOs Keynote, Datassential 2022

³ AdAge, 2021

⁴ Strategic Market Research, December 2022

⁵ MenuTrends 2021

⁶ SNAP! Datassential, 2023

⁷ Datassential, 2023

⁸ Datassential Cold Coffee Category Report, 2023

⁹ Datassential Insider Fall Index, 2022

¹⁰ Comax Flavors Coffee Survey, 2021



INFINITE POSSIBILITIES.
ONE FAMILY.

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