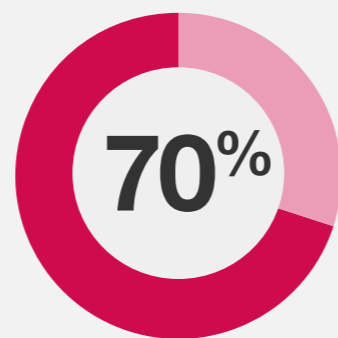
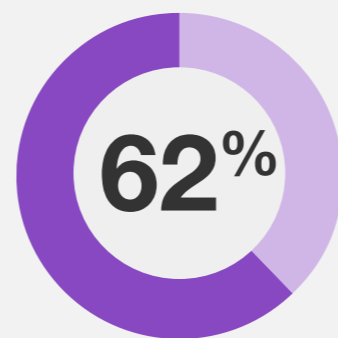


The iced beverage

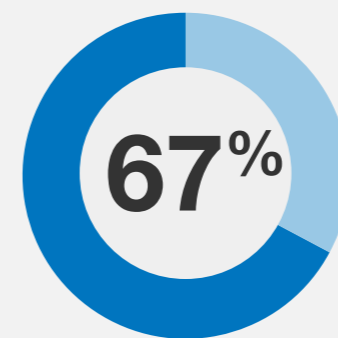
The evolving beverage scene lets consumers enjoy a mix of traditional and contemporary menu concepts



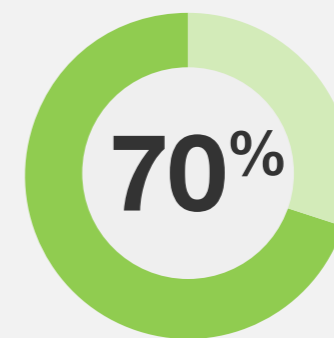
Frozen cocktails are a fan favourite, with 70% choosing them over traditional cocktails!



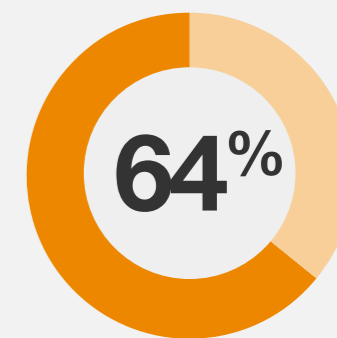
Slushes/frozen cocktails aren't just for hot weather – most consumers buy all year round



Ice please! Over two thirds of consumers prefer to add ice into their cold drinks!



Milkshakes remain a top choice among consumers, with 70% enjoying them regularly



Smoothies are a staple choice for 64% of consumers looking for a healthy and refreshing option

Cold beverages are available to be enjoyed year round - and most consumers would agree. On average, only 32% would restrict purchasing a cold drink to the warmer months.



Most consumers enjoy freak/thick shakes (88%)



For those buying slushes/frozen cocktails, speed of service is key – 65% of consumers believe prompt, quick service is important



Ice is important. Just over two-thirds of consumers (67%) enjoy ice in cold drinks, whether soft or alcoholic



Size *doesn't* matter! For over half of consumers (63%), the size of ice in drinks isn't an issue



Hot chocolate is very popular – it's drunk by almost three quarters of consumers (73%) out of home

For more information, please call Carpigiani UK on **01432 346018**, or visit carpigiani.co.uk