



# ELEVATING BEVERAGE PROGRAMS WITH WAM



# High Level Beverage Trend Information



## Cold is the New Hot

74% of Gen Z and 66% of Millennial's drink cold coffee regularly, making it one of the fastest growing coffee formats.

Cold brew sales have grown significantly YoY driven by all-day appeal and flavor flexibility.

Dispensed options include cold brew, iced coffee, nitro and tap systems.

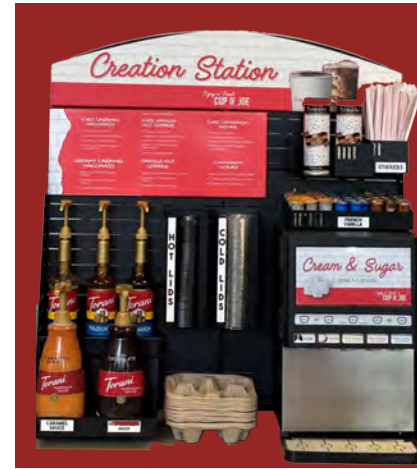


## Specialty Beverages

Specialty coffee makes up over 60% of all U.S. coffee consumption.

Espresso based drinks are core to revenue, with strong customization appeal.

Consumers are willing to pay up to 60% more for beverages with espresso or premium branding.



## Customization is Key

72% of consumers say they prefer customizable coffee - milk options, syrups, sweeteners, flavors, etc.

The rise of build-your-own beverage platforms and digital ordering has normalized full personalization as an expectation.

Seasonal LTOs and regional customization yields stronger engagement and repeat traffic.



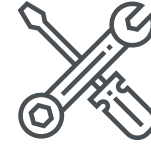
## Healthier Options

Reduced sugar, lower-calorie and cleaner label beverages are top priorities, especially among Gen Z and Millennial's.

Coffee and tea are both noted for being naturally energizing, low in calories and a natural source of antioxidants.

Ronnoco is the first to market a fresh brewed Zero Calorie Sweet Tea.

# Equipment Service



- 24 hour maximum service response
- Critical issues are usually resolved same-day
- Service is available on weekends, holidays and extends of outside normal business hours for critical situations
- Preventative Maintenance based on our customers needs

## Bean to Cup Expertise

- Ronnoco technicians are certified to write programming for Schaerer and Franke Units
- Bean to Cup training can be provided, if in-house service is preferred



# New Bean to Cup Machines



Coffee Center - 110 Volt



F2 Plus - 220 Volt



Coffee Master 300F - 220 Volt

# C-Store



- 60+ Different Blends
- Sourced from highest-quality Arabica coffee
- Numerous flavored options
- Available in all formats: Whole bean, frac packs, filter packs



## Camellia Teas -

Hand-selected blends of fine teas from three different continents. Blended for clarity, with a deep, amber shade and smooth finish.

### Sweet Brew Tea

- Highest quality sweet brew tea sweetened with pure cane sugar.

### Tea + Sugar in One Bag = Perfection Every Time!

- Camellia Sweet Brew Tea comes in an easy to use pre-sweetened filter bag.

Available in  
Multiple Flavors!



### Hot Tea Packets

- Available in 6 pack, 20 count boxes.
- Variety of green teas, black teas, and caffeine free herbal teas.
- Plus a variety of classic tea blends and delicious flavored tea blends.



# Trends

## Coffee can no longer be viewed as “brewed hot beverage”

- Cold Brew and Iced Coffee are the fastest growing beverages within the coffee category
- >70% of all Starbucks sales are COLD beverages\*
- Flavored Coffees, both hot and cold are growing in popularity

### Cold Brew

- Drives coffee purchases throughout the day
- Popular among younger demographic

### IGen's & Millennial's are Driving Growth

- Flavored and Cold Coffee preferred
- Looking for innovation
- Focus on loyalty

### Emerging Concepts

- Soda Bars - Mixing Syrups and Creamers in Soda, Tea and Coffee is on the rising
- HTeaO – Drive-thru locations focusing on Iced Tea

### Sustainability

- Consumers expect coffee companies to care about the sustainability practices surrounding them business because they care. Sustainability practices include Fair Trade, Humanitarian Rights, upcycling, and eco-friendly packaging



# Mixology



- 58% of past-day coffee drinkers added sweetener or syrups to coffee
- Creation Station Display is available through Food Concepts
- Ronnoco customizes the display based on the products they carry
- Great way to offer seasonal flavors – Pumpkin Spice



## Fountain

### Bad Doctor

- Dr. Pepper
- 2 Pumps Coconut Syrup
- 2 Pumps Vanilla Syrup

### Flavor Wave

- Mountain Dew
- 2 Pumps Raspberry Syrup
- 2 Pumps Peach Syrup
- 1 Pump Vanilla Syrup

## Iced Coffee

### Iced Mudslide

- Ice
- Bean to Cup Iced Coffee (House Blend, Colombian)
- Half & Half
- 3 Pumps Chocolate Mac. Nut Syrup
- 2 Pumps Irish Cream Syrup

## Hot Coffee

### Funnel Cake Latte

- 2 Pumps Vanilla Syrup
- 2 Pumps Almond Roca Syrup
- 1 Pump Caramel Syrup

### Oatmeal Cookie Latte

- 2 Pumps Brown Sugar Cinn. Syrup
- 2 Pumps Caramel Syrup
- 1 Pump Irish Cream Syrup



# Tea + Bubbler



**Iced Tea:** Ronnoco offers a wide variety of fresh brewed teas including unsweet, sweet, zero sugar, flavored and LTO's



- One pack makes 1.5-gallon batch
- Less than 5 calories in a cup (0 calories from the sweetener)
- Can be brewed in a traditional brew basket (with filter)
- Line priced with Sweet Tea
- Made with Stevia



**Zero Sugar Sweet Tea:** Zero sugar beverage market continues to grow:

- As consumers continue to want more natural sweeteners and healthier options, the zero-sugar bev. market will surpass \$13,150.6 million by 2033
- CAGR of 14.7% between 2023-2033
- Consumers are expected to use plant-based sweeteners more, such as stevia and monk fruit. These offer a wholesome, calorie-free replacement for regular sweeteners.

**Bubbler:** Products available include lemonades, refreshers, iced teas, and cold brew coffee

# Category Insights: Iced Coffee

## Brewing Cool Habits: Teens Leading the Iced Coffee Revolution

- 64% of adult coffee consumers say their teenage children (aged 12-17) are drinking coffee
- Cold coffee leads teen consumption with 26% consuming indicating that **teens are entering the coffee category via cold coffee**
- 52% of Gen Z coffee consumers agree that flavor is important when choosing a coffee product, while just 17% agree that brew method is important.



# Cold Coffee



## New Tap System for Hot & Cold Coffee Products

- BIB Product, familiar interface for staff
- Reasonable entry-level price point.  
(Priced in the range of New coffee equipment of its size and function, vs. a Bitcoin)
- Minimum space requirement
- Often “New” Selling Real Estate if Merchandised in Free Standing Unit



## Iced Coffee: Solution

- Cold Coffee is the hottest category in the coffee industry.
- Cold Coffee Beverages sell year-round
- Iced and frozen coffee hits key demographics and is preferred by 52% of Gen Z and 56% of Millennial's
- Iced Coffee sells throughout the day.

# Powder to Liquid Cream

- Dispenses hot cream (Half & Half, French Vanilla) without cooling coffee
- On-demand, portion-controlled (1 cream cup per push), no waste or water tail
- Long shelf life; no discard after 14 days in machine
- Quick 10-second rinse cycle; easy to clean and refill
- Uses powdered cream bags poured into hoppers
- Lower cost per ounce than liquid cream (= 2/3 savings)
- Machine purchase includes install + 1 year service/parts from Ronnoco



Finished Oz. Per Case:  
Liquid Cream: 384  
Powdered Cream: 1095

Powder: 9lb. Case (4086g)  
Liquid: 2-1.5gal Case



## Innovation: Coming Soon!

### Combines the Perfect Serve Unit with Hot Creamer

- Unit requires water line
- 5 Sweeteners
- 4 Creamers

**BeverageCenter®**  
Liquid Dispenser



Combo Hot Liquid + Powder Dispenser with Touchscreen



# ONGOING SUPPORT PACKAGE “RONNOCO CARE”

Serving those who serve our products.



**RONNOCO**  
BEVERAGE SOLUTIONS

# Custom Service

Dedicated professional staff responsible for receiving and effectively processing customer needs around:

- ✓ Order Management
- ✓ Equipment Service
- ✓ Problem Resolution

## Instructions for Equipment Service

To report equipment service or repair needs, the best course of action is to scan the below QR Code. Fill out the online form and be sure to click *Submit Service Request* at the bottom of the page.



## Other Ways to Report Equipment Service

- **Email:** [customerservice@beverageservicegroup.com](mailto:customerservice@beverageservicegroup.com). Please make sure you provide as much pertinent information as possible, including:
  - Ronnoco/Henderson Account Number
  - Business Name, Address and Phone Number
  - Contact Information (Your name and best number to reach you)
  - Type of equipment
  - Problem you are having with the equipment
- **Phone:** Call (800) 428-2287.
  - Business hours are Monday through Friday, 8:00 AM to 4:30 PM.
  - If you are unable to reach a live Customer Service Representative, please leave a message with all the information listed above.
  - Voice messages are processed in the order that they are received, so please be sure to leave a message.
  - If your call is after normal business hours and not urgent, your service call will be entered the next business day. If your call is after normal business hours and urgent, follow the phone prompts to reach our emergency after hours answering service.

Once your service call has been logged and dispatched, the technician will contact you ASAP. At that time they will want to gather more information to better prepare for the visit, or they may ask to try to troubleshoot over the phone.

If you experience any challenges in the process outlined above, please reach out to your Sales Representative.

WE APPRECIATE YOUR BUSINESS!



# Consultation & Training

**One key to a successful beverage program is working closely with the food and beverage staff and ensuring they are up to date on their understanding all aspects of product and equipment care and maintenance.**

- We recommend this take place during routine site visits and is coordinated ahead of time to maximize reach.
- It is important to arm staff with training documents to refer to later or to include as part of existing SOP's.

## **Training could include:**

- New product or seasonal rollout instructions and info
- Routine cleaning and maintenance instructions

**Consultation:** throughout the course of a beverage partnership there becomes a need to discuss and eventually implement new product, equipment or strategies required to keep convenience store operation up to date, or relevant.

Ronnoco is an industry leader in staying on top of trends and providing solutions that add value to the convenience store operation.

Typically, these opportunities are identified or shared during regular business reviews, followed by a scheduled demonstration or site test.

## **Examples:**

- Powder to Liquid Creamer
- Zero Sugar Sweet Tea
- Tap System
- Creation Station



# Marketing

## We Can Help Bring Your Vision

Our design team is here to create custom marketing materials that speak directly to your customers - from promo bundles and custom menu boards to labels, table tents, drive-thru signage, retail coffee bag labels and more!

## Promotional & Seasonal POS

Our in-house print shop produces all kinds of point-of-sale materials - price signs, seasonal menu posters, custom coffee and tea urn wraps, window clings, and more.



# LTO Coffees



## Sea Salt Caramel

### TASTING NOTES:

Sea salt caramel flavor combines creamy, buttery caramel sweetness with a touch of sea salt for a balanced, slightly savory edge.



## Butter Pecan

### TASTING NOTES:

Butter pecan flavor has a rich, buttery sweetness with toasted, nutty notes from pecans, creating a warm and creamy profile.



## Vanilla Caramel Creme

### TASTING NOTES:

A vanilla caramel creme has a buttery, caramel-like sweetness with hints of vanilla and milk chocolate, creating a rich, robust flavor profile. Its aroma is warm and inviting, with notes similar to freshly baked cookies and butterscotch.



## Maple Pumpkin

### TASTING NOTES:

Maple Pumpkin combines the cozy warmth of spiced pumpkin with rich maple sweetness, creating a smooth, autumnal flavor perfect for crisp fall days.



## Caramel Macchiato

### TASTING NOTES:

Sweet caramel notes blended with the soft, creamy marshmallow and a hit of vanilla.



# LTO Calendar

## Group 1: Bean to Cup

| Coffee                         | Apr       | May | Jun              | Jul | Aug     | Sep | Oct | Nov         | Dec | Jan          | Feb | Mar |
|--------------------------------|-----------|-----|------------------|-----|---------|-----|-----|-------------|-----|--------------|-----|-----|
| Café de Olla                   |           |     |                  |     |         |     |     |             |     | Café de Olla |     |     |
| Wild Blueberry Crunch          | Blueberry |     |                  |     |         |     |     |             |     |              |     |     |
| Hawaiian Caramel Macadamia Nut |           |     | Hawaiian Car Nut |     |         |     |     |             |     |              |     |     |
| White Chocolate Pumpkin Spice  |           |     |                  |     | Pumpkin |     |     |             |     |              |     |     |
| Vanilla Nut                    |           |     |                  |     |         |     |     | Vanilla Nut |     |              |     |     |

## Group 2: Packet Coffee

| Coffee                         | Apr       | May | Jun              | Jul | Aug     | Sep | Oct | Nov               | Dec | Jan          | Feb | Mar |
|--------------------------------|-----------|-----|------------------|-----|---------|-----|-----|-------------------|-----|--------------|-----|-----|
| Café de Olla                   |           |     |                  |     |         |     |     |                   |     | Café de Olla |     |     |
| Wild Blueberry Crunch          | Blueberry |     |                  |     |         |     |     |                   |     |              |     |     |
| Hawaiian Caramel Macadamia Nut |           |     | Hawaiian Car Nut |     |         |     |     |                   |     |              |     |     |
| White Chocolate Pumpkin Spice  |           |     |                  |     | Pumpkin |     |     |                   |     |              |     |     |
| Vanilla Nut /Candy Cane Mocha* |           |     |                  |     |         |     |     | Vanilla Nut / CCM |     |              |     |     |

\* Choose one flavor

## Group 3: Packet Coffee

| Coffee                         | Apr       | May | Jun              | Jul | Aug     | Sep | Oct | Nov               | Dec | Jan          | Feb | Mar |
|--------------------------------|-----------|-----|------------------|-----|---------|-----|-----|-------------------|-----|--------------|-----|-----|
| Café de Olla                   |           |     |                  |     |         |     |     |                   |     | Café de Olla |     |     |
| Wild Blueberry Crunch          | Blueberry |     |                  |     |         |     |     |                   |     |              |     |     |
| Hawaiian Caramel Macadamia Nut |           |     | Hawaiian Car Nut |     |         |     |     |                   |     |              |     |     |
| White Chocolate Pumpkin Spice  |           |     |                  |     | Pumpkin |     |     |                   |     |              |     |     |
| Vanilla Nut /Candy Cane Mocha* |           |     |                  |     |         |     |     | Vanilla Nut / CCM |     |              |     |     |

\* Choose one flavor

## LTO Capp Calendar

| Cappuccino                                       | Apr       | May | Jun     | Jul | Aug                 | Sep | Oct | Nov               | Dec | Jan                   | Feb | Mar |
|--------------------------------------------------|-----------|-----|---------|-----|---------------------|-----|-----|-------------------|-----|-----------------------|-----|-----|
| Mexican Hot Chocolate                            |           |     |         |     |                     |     |     |                   |     | Mexican Hot Chocolate |     |     |
| Wild Blueberry Crunch                            | Blueberry |     |         |     |                     |     |     |                   |     |                       |     |     |
| Hershey's S'mores Cappuccino                     |           |     | S'mores |     |                     |     |     |                   |     |                       |     |     |
| Candy Corn / Pumpkin Spice*                      |           |     |         |     | Candy Corn/ Pumpkin |     |     |                   |     |                       |     |     |
| Crème Brulee / White Choc. Candy Cane Hot Choc.* |           |     |         |     |                     |     |     | Crème Brulee / CC |     |                       |     |     |

# Event Calendar

## Holidays

Feb 14th – Valentine's Day  
Feb 17th – President's Day  
March 17th – St. Patrick's Day  
Sept 7th – Labor Day  
Nov 27th – Black Friday

## Armed Forces Holidays

Month of May – National Military Appreciation Month  
Memorial Day  
Independence Day  
Nov 11th – Veteran's Day  
Food and Beverage Holidays

## Food & Beverage Holidays

Jan 31st – National Hot Chocolate Day  
Feb 21st – National Sticky Bun Day  
June 5th – National Donut Day  
June 10th – National Iced Tea Day  
Aug 4th – National Chocolate Chip Cookie Day  
Sept 29th – National Coffee Day  
Oct 4th – National Cinnamon Roll Day  
Nov 8th – National Cappuccino Day



# Thank You

Let's create a custom beverage solution.

**Don Bergin**

Executive Vice President

PHONE:

314.422.9201

EMAIL:

[dbergin@ronnoco.com](mailto:dbergin@ronnoco.com)



**RONNOCO**  
BEVERAGE SOLUTIONS