

Trend Report 2/2022

# Cheers!

The Coolest Beverage Trends  
in 2022

LAB **8** | Haaga-Helia

**TRENDS**HUNTER  
CREATE THE FUTURE





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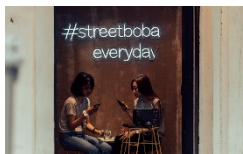
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## Understanding Content Classification & Article Scoring

Below, you'll find an overview of the different types of content featured in the trend report, as well as a breakdown of the scoring system that's used to evaluate the performance of the content in your report.

**Retro Electric**

Electric cars are updating vintage vehicles to have electric capabilities.

**8.8** Popularity: ██████████ Activity: ██████████ Freshness: ██████████

**Customer Insights:** The what and why of major industry shifts. customer insights are split into two sections: the trend section and the insight section.

**Expedition Camper Vehicles**

The combination of a truck and a trailer. Camper Van Body

**9.2** Popularity: ██████████ Activity: ██████████ Freshness: ██████████

**Specific Examples:** Carefully selected individual innovations to provide more in-depth analysis.

**Top Lists**

Top Lists are collections of products, services or concepts created according to a common theme. They provide additional content and potential new perspectives on the topic we've explored in your report. Our team and software have created tens of thousands of Top Lists, which you can track and filter at TrendHunter.com/TopListHub.

**Top 100 Travel Trends in 2019**

**Top 100 Food Trends in December**

**Top 30 Pet Innovations**

**Clustered Lists:** Collections of related examples to broaden your perspective and expose you to adjacent opportunities.

**8.8**  
Score



**Demographics:**  
The target audience. This value is determined by the researcher, not by site statistics.

**Freshness:**  
The relative newness of an article.

**Activity:**  
The amount of people interacting with an article, including scrolling through images and sharing on social media. Something, like a bacon cupcake, might not be Popular, but could score high on Activity if people share it a lot.

**Popularity:**  
Scoring of appeal based on how many people choose an article when given other options in the same category or cluster.

**Overall Score:**  
All scores translate into percentiles (8.8 = 88th percentile) and overall score is the average of Popularity, Activity and Freshness.

# Megatrend Matrix

Each trend relates to one or more of 18 megatrends defined by TrendHunter.  
The megatrends are categorized under 6 patterns of opportunity (A-F)

 <p><b>A) Acceleration</b> 1. Perfecting One Thing 2. Aspirational icon 3. Exaggerated Feature 4. Reimagined Solution</p>	 <p><b>Prosumerism</b> From user-generated content to maker culture, today's customers are content creators and experts</p>	 <p><b>B) Cyclicity</b> 1. Retro . Nostalgia 2. Generational 3. Economic. Seasonal 4. Repetitive Cycles</p>	 <p><b>Nostalgia</b> Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years</p>
 <p><b>Catalyzation</b> Businesses have taken a role of accelerating the personal development of customers</p>	 <p><b>AI</b> We are entering a transformative new era, denoted by an exponential growth in data, RAM and intelligence.</p>	 <p><b>Naturality</b> The desire for sustainable products. Including local, organic, recyclable and pronounceable ingredients.</p>	 <p><b>Youthfulness</b> The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life</p>
 <p><b>C) Reduction</b> 1.Specialization 2. Fewer Layers + Efficiency 3. Crowdsourcing 4. Subscription</p>	 <p><b>Instant Entrepreneurship</b> New services make it easier than ever to conceptualize, fund launch and companies</p>	 <p><b>D) Redirection</b> 1. Refocusing 2. Reversing 3.Surprising 4.Gamifying</p>	 <p><b>Tribalism</b> Allegiant groups are more readily formed around specific interests, causes and even companies.</p>
 <p><b>Curation</b> Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</p>	 <p><b>Simplicity</b> In a fast-paced, cluttered world simplicity stands out, resulting in focused businesses &amp; clean design.</p>	 <p><b>Gamification</b> The application of game dynamics to real-world problems results in a world that's more competitive and engaging</p>	 <p><b>Experience</b> In a world abundant with stuff, experience becomes a more important currency and life priority.</p>
 <p><b>E) Convergence</b> 1. Combining + Layering 2. Adding value 3. Co-Branding 4. Physical + Digital</p>	 <p><b>Multisensation</b> Tech, AR and interactive experiences are raising our expectations in the realms of entertainment, retail –even food.</p>	 <p><b>F) Divergence</b> 1. Personalization, Customization 2. Status + Belonging 3. Style + Fashioning 4. Generational Rebellion</p>	 <p><b>Authenticity</b> Social media and a resistance to traditional advertising have created a desire for authenticity and reality.</p>
 <p><b>Co-Creation</b> Businesses, products, services and customers are increasingly co-creating an interdependent world.</p>	 <p><b>Hybridization</b> Lines are blurring as business models, products and services merge to create unique concepts and experiences</p>	 <p><b>Personalization</b> Small batch production technologies and more personalized media are creating an expectation for personalized</p>	 <p><b>Many-to-Many</b> A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy</p>

# Trends & Insights

## Overlooked Opportunities & Examples

The global customer trends and insights highlight the what and why of major industry shifts.

They are split into two sections:

1. [the trend section](#), which identifies a new opportunity in a given industry, and
2. [the insight section](#), which explores the specific target customer's motivations, attitudes, beliefs and ultimately tension behind that opportunity.

They are built on a foundation of Trend Hunter's crowdsourced trend examples, clustered together by underlying patterns.



# Next Gen Water

Water brands are appealing to Gen Z through marketing and design



# Next Gen Water

## Water brands are appealing to Gen Z through marketing and design

**Trend** - Gen Z consumers are poised to be the next new “crop” of consumers as they begin actively participating in the economy. As a result, brands in the water space are targeting this demographic with new initiatives that include self-care marketing, eco-friendly branding, and philanthropic initiatives.

**Insight** - Gen Z consumers are one of the most influential demographics of the time, both economically and politically. Being raised as "digital natives" with a wealth of information at their fingertips, this demographic holds more diverse preferences and needs than previous generations, focusing on authenticity, corporate responsibility, and sustainability. These individuals have heard the plights of various activists, reinforcing these shifted values as key factors in their buying decisions. As a result, they require more allure than aesthetics and price when purchasing from a brand and flock to brands that share their same values.

### freewater



#### Free Beverage Companies

FreeWater is Paid for by the Ads Printed on its Aluminum Bottles & Cartons



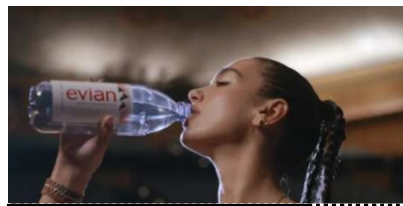
#### Water Branded Songstress Campaigns

Essentia Water Launches New 'Stop for Nothing' Campaign



#### Nostalgic Aluminum Water Bottles

GEN Z Water is Disrupting the Bottled Water Industry



#### Songstress Water Campaigns

evian Taps Singer Dua Lipa in 'Drink True' Campaign

5.5  
Score



Youthfulness

Authenticity

4 Featured, 27 Examples

20,570 Total Clicks

URL: [Hunt.to/452870](https://hunt.to/452870)

# Seasonal Vegan

Traditional fall-themed beverages are adapted with  
vegan ingredients





# Seasonal Vegan

## Traditional fall-themed beverages are adapted with vegan ingredients

**Trend** - Each year, autumn brings about products and campaigns with themes around warm drinks and flavors like pumpkin, cinnamon and nutmeg. Now, these seasonal foods and beverages are being adapted with vegan ingredients.

**Insight** - More consumers are choosing to consume vegan products, not just because they're vegan but because they're looking for healthier or eco-friendly alternatives to the foods they love. Brands that offer a wide range of quality alternatives are increasingly popular among consumers.



### Fall-Themed Yogurt Launches

Oui by Yoplait Brings Back Apple Pie and Pumpkin Caramel Flavors



### Organic Pumpkin Spice Lattes

Organic Traditions Launched its Instant Pumpkin Spice Latte



### Comforting Apple Oat Lattes

Le Pain Quotidien's Autumn Latte Tastes Like Apple Pie in a Mug



### Autumnal Non-Dairy Desserts

NadaMoo! Created Dairy-Free Pumpkin Pie Ice Cream

5.9  
Score

Popularity

Activity

Freshness



Naturality

Personalization

4 Featured, 36 Examples

13,766 Total Clicks

URL: [Hunt.to/462221](https://hunt.to/462221)

9

## Boozy Boba

Bubble tea brands are diversifying their drinks by mixing them with alcohol



# Boozy Boba

## Bubble tea brands are diversifying their drinks by mixing them with alcohol

**Trend** - The increased popularity of Taiwanese bubble tea around the globe has prompted brands to leverage its marketability by incorporating various kinds of alcohol into the teas to make hybrid cocktails.

**Insight** - Globalization continues to influence consumers' preferences, and it's reflected in everything from culture to cuisine in North America. Immigration has brought on an increasing amount of cultural diversity to North America, causing heightened awareness of trends popular in other countries. As a result, more consumers look to brands to provide novel offerings with international inspirations.



### Alcoholic Bubble Tea Bars

The Montreal-Based MajesThé Bar Serves Asian Cuisine with a Twist

4.0  
Score



### Bubble Tea Sake Beverages

Kikusui's Tapioca Milk Tea Liqueur is Packaged Like Bubble Tea



### Booze-Infused Boba Menu Expansions

SMÖÖbar Launched a New Series of Alcoholic Bubble Tea Drinks



### Delicious Alcohol-Infused Bubble Teas

Bean + Pearl Debuted the 'Boozy Boba' For Drink Enthusiasts

4 Featured, 36 Examples  
39,672 Total Clicks  
URL: [Hunt.to/433596](https://Hunt.to/433596)

# Hybrid Dairy

Brands are launching hybrid dairy and plant-based milk beverages



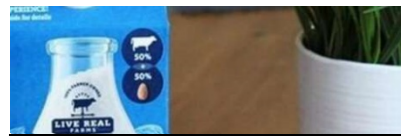
**Trend** - Brands in the dairy space are launching new hybrid milk beverages comprised of plant-based milk and dairy milk. The new beverages leverage the taste and health benefits of both products, appealing to consumers looking to reduce their consumption of animal products.

**Insight** - As "flexitarian" diets continue to gain popularity, many consumers are looking to reduce their consumption of animal products. As a result, plant-based alternatives are growing rapidly with a significant portion of sales are coming from non-vegans. These individuals are in search of products that offer a higher nutritional value without compromising on taste. Consumers will flock to brands that offer decadent and healthy alternatives.



### Hybrid Dairy Beverages

Shamrock Farms Swirled Combines Dairy and Plant-Based Ingredients



### Lactose-Free Hybrid Milks

Dairy Farmers of America Released Blended Dairy and Plant-Based Milks



### Hybrid Dairy Compounds

Planteneers Created the fiildDairy+ Compound for Hybrid Milk Production



### Hybrid Oat Milks

Lactantia Milk N Oats is Lactose-Free and Available in Vanilla and Original

**5.3**  
Score



Naturality

4 Featured, 32 Examples

15,253 Total Clicks

URL: [Hunt.to/463473](https://Hunt.to/463473)

# Clean Alcohol

Brands in the alcohol industry are marketing their products as "clean"





## QSR Solution

Quick service restaurants use tech-integrated solutions for post-COVID reopenings





**Trend** - As QSR brands begin reopening around the world, tech-integrated solutions are giving them the opportunity to ensure consumer and employee safety as COVID-19 remains a threat. These innovations include everything from lid-dispensing units to contact-free drink dispensers.

**Insight** - Now that physical distancing measures have shown themselves to be effective in limiting the spread of COVID-19 in many parts of the world, consumers are looking forward to the reopenings that are coming with this downturn. However, there is still an underlying understanding and fear among individuals that a complete return to normal will result in a resurgence of cases. Thus, consumers expect that brands enact in-store solutions that limit their contact with high-touch surfaces, and other people, in order to ease some of their fears.



### Contact-Free Retail Touchscreens

The 'Air Touch' Technology from the Azkoyen Group is Hygienic



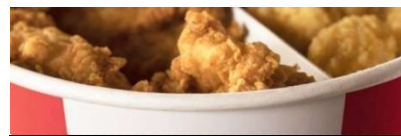
### Contact-Free Drink Dispenser Devices

The L-Guard System from Lancer Worldwide Enhances Cleanliness



### Contact-Free Cup Lid Dispensers

The 'Lid Boss' Touchless Lid Dispenser Prevents Pathogen Spread



### QSR AI Analytic Tools

KFC Canada is Using AI Analytic Tools to Track Data Across Locations

6.8  
Score

Popularity 

Activity 

Freshness 



 Hybridization

 Catalyzation

4 Featured, 36 Examples

63,183 Total Clicks

URL: [Hunt.to/430442](https://hunt.to/430442)

# Review of Trends by Hospitality Panel Research

Most of the panelists who responded to the survey work in the education and restaurant industry. Experts from the event industry, accommodation, tourism and marketing also took part in the survey.

The panelists considered the most significant trends in the Finnish context to be **technological solutions in fast food restaurants**, **seasonal vegans** and how **bottled water is marketed in a new way**.

Panelists did not consider bubble tea containing alcohol to be a particularly significant trend in Finland.

In the open answers, many panelists mentioned how the demand for and supply of high-quality non-alcoholic products has increased in Finland. Specialty beers and small brewery products are also on the surface. Low-calorie soft drinks and alcoholic beverages also rose as a current trend in Finland.

**Do you want to hear more about the results of the Hospitality Panel Research or use our professional panel as part of your research?**

[Click here to get in touch, let's figure out how we can best help you!](#)

## How are the trends seen in Finland?\*

**Trend 6: QSR Solution**

**3.6**

**Trend 2: Seasonal Vegan**

**3.2**

**Trend 1: Next Gen Water**

**3.2**

**Trend 5: Clean Alcohol**

**3.0**

**Trend 4: Hybrid Dairy**

**2.9**

**Trend 3: Boozy Boba**

**2.2**

*\* n=45, scale 1-5, : 1 = does not affect at all, 2 = not much, 3 = somewhat affects, 4 = affects quite a lot, 5 = affects very much*

We asked the panelists what kind of trends related to beverages they have observed in Finland. The panelists' responses focused on the following themes:

**quality non-alcoholic beverages, low-calorie and healthier beverages and small brewery products.**

The most prominent trend is **non-alcoholic beverages**. Several panelists mentioned the growing popularity of non-alcoholic beers, ciders and cocktails. The quality of these products is very important to the panelists. In Finland, investments are also made in the form of non-alcoholic distillates.

The **healthiness of beverage products** came up several times in the panelists comments. Alcoholic low-calorie "hardselzers" have been seen in Finland when consumers want healthier alternatives. In addition to healthy drinks, the panelists also mentioned a trend on vegan and responsible beverage products.

**Small brewery products**, and specialty beers produced by small breweries were mentioned significantly in the responses. Some panelists point out that with the rise in popularity, product prices have also risen.





# Specific Examples

## Relevant Ideas & Case Studies

These ideas and case studies can consist of anything from campaigns, concepts, products, services and more.

This section offers a more detailed exploration into those individual standout innovations that relate to beverages.

# AI Sommelier Services

## Food&Sommelier a Food and Wine Innovation Coming to CES 2021

Knowing what wine pairs well with certain foods is an art and Samsung is turning it into a science with Food&Sommelier, a service that relies on artificial intelligence to make expert recommendations. The service is capable of making optimal food and wine pairings thanks to an artificial intelligence matching algorithm.

Food&Sommelier is one of the C-Lab Inside projects from Samsung's in-house idea incubation program and it will be making its debut at the first all-digital CES 2021 show.

AI is reshaping the food and beverage industry by changing the way recipes and products are developed, as millions of data points can be used to create pleasing flavor pairings to suit current consumer demands or predict future ones. Although wine lovers used to defer to sommeliers, AI is helping industries go beyond the knowledge, power and creativity of the human brain.

### Food&Sommelier

Food and wine pairing recommendation based on AI matching algorithm



7.7  
Score



9 Related

8,438 Total Clicks

URL: [Hunt.to/444115](https://Hunt.to/444115)

# Tradition-Inspired Energy Drinks

## The GURU Guayusa Tropical Punch is Inspired by the Jivaro People

The GURU Guayusa Tropical Punch energy drink is a naturally formulated beverage for consumers looking to increase their energy levels throughout the day in tradition-inspired way. The drink is inspired by the traditions of the Jivaro people of Ecuador and is achieved using a natural range of ingredients along with organic energy boosting components. The drink is sweetened using organic stevia and monk fruit along with cane sugar to give the beverage a well-rounded sweetness with just 50-calories per can.

President and CEO of GURU Carl Goyette commented on the new GURU Guayusa Tropical Punch energy drink saying, "Innovation is an integral part of our growth strategy. We are very excited by this new product launch, which is yet another step in solidifying our leadership position in the organic plant-based energy drink market. Last year, we introduced Yerba Mate, and Matcha the year before, which both became top products in our lineup, driven by strong demand for their healthy, plant-based ingredients and delicious flavour profiles. We are now bringing in Guayusa Tropical Punch, which will complement our growing line of differentiated organic energy drinks that deliver good [continued online]



6.3  
Score

Popularity



Activity



Freshness



9 Related

3,473 Total Clicks

URL: [Hunt.to/464312](https://hunt.to/464312)

# Non-Alcoholic Advent Calendars

## Brunswick Aces Curated a Calendar of Alcohol-Free Beers

There's no shortage of advent calendars for adults that are filled with beer, wine, rum and other kinds of alcohol but there's a rising demand for non-alcoholic alternatives and it is being reflected in the creation of non-alcoholic advent calendars. Melbourne bar Brunswick Aces created a fresh new take on a holiday tradition with The Non Alcoholic Advent Calendar.

This alternative advent calendar contains 25 daily surprises from international and domestic producers, which may take the form of IPAs, lagers, sours and stouts. There are just 500 of these non-alcoholic advent calendars that are launching for this year's holiday season and they promise to delight those who are sober curious and interested in discovering great new alcohol-free beverages.



7.3  
Score

Popularity



Activity



Freshness



9 Related

2,532 Total Clicks

URL: [Hunt.to/464236](https://hunt.to/464236)

# Refillable Retail Soda Machines

## Coca-Cola Europacific Partners is Piloting a Soda Refill Machine

This soda refill machine is being piloted by Coca-Cola Europacific Partners in Sweden to test how consumers respond to the experience of purchasing a refillable beverage container to help reduce packaging waste.

The system has been launched at Reitan Convenience's PBX store in collaboration with Glacial who have created steel tumblers that will keep drinks cold for up to 12-hours and are specially branded. Shoppers are encouraged to purchase a container to fill up or bring their own to choose from more than 60 flavor varieties thanks to the Coca-Cola Freestyle machine.

The soda refill machine from Coca-Cola Europacific Partners is hoped to help consumers understand how they can reduce waste and also contribute to fewer greenhouse gas emissions.



9.7  
Score



9 Related  
3,943 Total Clicks  
URL: [Hunt.to/463619](https://Hunt.to/463619)



# Modernized Eco Beverage Packaging

## The 'Aroma' Bottle is Made with 100% Recycled Clear PET

The 'Aroma' bottle has been developed by the Gentlebrand studio as an eco-focused packaging solution that would change the way that beverages are contained. The bottle is crafted from 100% recycled clear PET that is highly recyclable itself and paired with a large label on the neck that can be used for easily displaying all essential information to the consumer. This label is made with organic paper that is infused with seeds to encourage planting after use to contribute towards enhanced biodiversity in a range of environments.

The 'Aroma' bottle identifies the ways that packaging can be made far more eco-friendly to accommodate the ways that the market is changing to keep products relevant for consumers seeking out more sustainable options.



4.8  
Score

Popularity



Activity



Freshness



9 Related

14,059 Total Clicks

URL: [Hunt.to/463604](https://Hunt.to/463604)

# Waterless Plant-Based Milks

## Blue Farm's Finely Ground Oat Flour Sachets Create Oat Beverages

Water is usually added to plant-based milks during the production process, along with other additives, fillers and stabilizers but Germany's Blue Farm brand sets itself apart with a waterless innovation. The brand's finely ground oat flour products can be prepared into ready-to-drink oat beverages with the addition of water at the time of consumption. The result is an incredibly fresh beverage that helps to save space in the fridge.

To help with the process of preparing its products, Blue Farm sells accessories like the Forever Bottle and the Magic Spoon alongside its waterless and organic oat milk base. The Oat Base Organic is equivalent to up to four liters of organic oat drink and it's free from gluten and lactose with no added sugar.



6.1  
Score



9 Related

6,284 Total Clicks

URL: [Hunt.to/463264](https://Hunt.to/463264)

# Jelly-Filled Coffee Drinks

## Starbucks Japan's Chilled Cup is a Caramel Brulee Coffee Jelly Treat

The newest of Starbucks Japan's Chilled Cups is only available at Family Mart for a limited time and it's a prepackaged drink that melds unique flavors and textures. The Caramel Brulee with Coffee Jelly is a dessert-like drink that can be enjoyed with a straw and it promises more coffee jelly than ever before. The base of the beverage is made with Starbucks' own rich coffee that is enhanced with the bittersweet essence of caramel brulee.

Jelly coffee speaks to coffee lovers who are looking for a novel way to enjoy a familiar beverage with indulgent flavors and fun textures. Previously, Starbucks Japan has introduced other Chilled Cups like the Butterscotch Latte, and this new version sets itself apart with a domed lid.



7.1  
Score

Popularity



Activity



Freshness



9 Related

4,767 Total Clicks

URL: [Hunt.to/463156](https://hunt.to/463156)

# Plant-Based Potato Drinks

## DUG is a Potato-Based Dairy-Free Drink with a Low Climate Footprint

There are plant-based milk alternatives that are made from a variety of sources and DUG is a dairy-free potato drink that makes a creamy addition to a wide range of beverages and foods. This new plant-based milk alternative boasts a low climate footprint and a simple, vegan-friendly formula that is made without lactose, milk, soy, gluten and nuts.

Available in varieties like DUG Original, DUG Barista and DUG Unsweetened, the beverages are packed with benefits from vitamins, minerals, protein and carbohydrates, and its unique potato and rapeseed emulsion won't separate no matter how it is used in the kitchen at home.

DUG recently took home a win from the World Food Innovation Awards 2021 when it was recognized in the Best Allergy-Friendly Product category.



7.4  
Score



9 Related  
4,299 Total Clicks  
URL: [Hunt.to/464459](https://Hunt.to/464459)

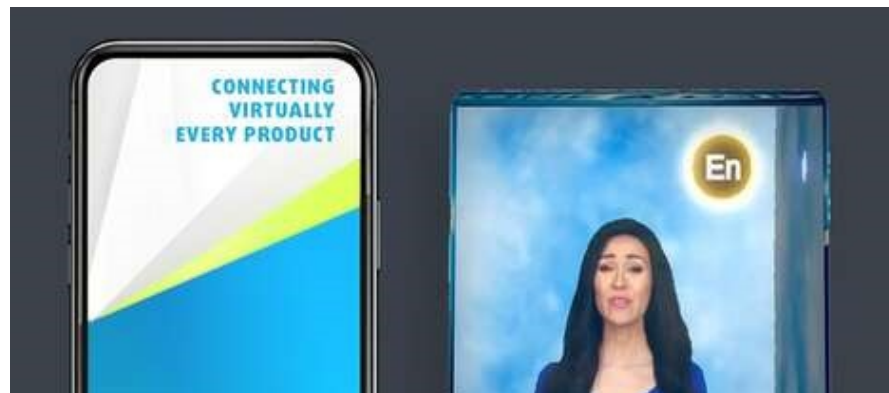
# Interactive Holographic Packaging

## Immertia Enriches Packaging with Tiny, Helpful Human Holograms

Holographic packaging is being introduced by tech start-up Immertia to provide additional information from a friendly human face. As the company describes, "there's a person, a hologram, inside the packaging, waiting to provide information and advice. In English, or in Spanish."

Rather than having to wait for someone in a store to answer a product question, consumers can now rely on interactions with the tiny human hologram. Powered by realistic augmented reality, the tool is activated by a smartphone and the hologram can be viewed through a camera. Consumers have the benefit of learning about the product itself, from the product itself, along with getting helpful advice and usage instructions straight from the package in a fun and interactive way.

Immertia sees applications for this technology in everything from food and beverage to health, education and manufacturing.



9.3  
Score



9 Related  
5,847 Total Clicks  
URL: [Hunt.to/461477](https://hunt.to/461477)

# Enzyme-Recycled Plastic Packaging

## This PET Plastic Packaging is Sustainably Produced

This PET plastic packaging has been unveiled as a new iteration of recycled plastic packaging that is achieved using a distinct recycling process. The packaging was announced by the Consortium consisting of Carbios, Nestlé Waters, L'Oréal, PepsiCo and Suntory Beverage & Food Europe, and is achieved with enzymatically recycled plastic. This material is reported to have characteristics of virgin PET material, but has been recycled from used plastics.

Carbios CEO Jean Claude Lumaret commented the new PET plastic packaging saying, "In a world first, we have created food-grade clear bottles from enzymatically recycled colored and complex plastic with identical properties to virgin PET, and in partnership with the Consortium, we have proved the viability of the technology with the world's leading brands. This is a truly transformational innovation that could finally fully close the loop on PET plastic supply globally, so that it never becomes waste."



6.8  
Score

Popularity



Activity



Freshness



9 Related

14,386 Total Clicks

URL: [Hunt.to/455403](https://Hunt.to/455403)

30

# Superfood Compostable Drink Pods

## NEXE & Ritual Superfoods Debut Sustainably Packaged Superfoods

NEXE Innovations Inc. recently joined forces with Ritual Superfoods Inc. to develop sustainably packaged superfood beverage pods. The pair will leverage the other's expertise—NEXE's plant-based, single-serve packaging and Ritual's product development for innovative adaptogens—to create the highly-anticipated new project.

"Ritual aims to define the superfoods category throughout the North American retail landscape, driving consumer loyalty with unmatched products that can be held to the highest standard on all fronts," noted Ritual CEO, Mr. David Kerbel. "Together, Ritual and NEXE can achieve a shared set of objectives, demonstrating best practices for plant-based, compostable packaging for an exclusive line of beverage products – something we see today as critical to our brand promise, but which in the future will be necessitated, as mass retail buyers we are working with have indicated."



6.8  
Score

Popularity

Activity

Freshness



9 Related

5,896 Total Clicks

URL: [Hunt.to/452953](https://Hunt.to/452953)

# Shipping-Friendly Wine Packaging

## The Smurfit Kappa 'eBottle' Packaging Keeps Wines Secure

The Smurfit Kappa 'eBottle' packaging has been launched by the brand in response to the growing online beverage purchase market to help make it easier for companies to ship out orders in a safe manner. The packaging range includes the Rollor bottle pack as well as the BiPack and the Pop-up insert, which will all work to keep bottles protected from breakage when being shipped. This follows the surge in online retail for both alcohol and liquid in general amidst the ongoing COVID-19 pandemic.

VP of Innovation and Development at Smurfit Kappa Europe Arco Bergenbosch commented on the announcement of the 'eBottle' packaging saying, "Our new eBottle product range offers beverage businesses a suite of fit-for-purpose and bespoke packaging solutions which address the key challenges for their e-commerce channel. The innovative range, combined with our focus on e-commerce processes, supply chain, and consumer experience, have all contributed to increased sales and greater efficiencies for our customers."



6.6  
Score

Popularity

Activity

Freshness



9 Related

27,140 Total Clicks

URL: [Hunt.to/445403](https://hunt.to/445403)



# Dissolvable Drink Discs

## Effusio Infuses Any Beverage with Functional Benefits

Effusio makes the most of flexographic printing technology to create two-dimensional dissolving discs that infuse any beverage with functional benefits. The health solutions company is now introducing two new discs, Prebiotic + and Sleep +, both of which are packed with essential vitamins, minerals and nutrients. As Effusio Chief Innovation Officer Dr. Stephen Phipps says, "The launch of Prebiotic + and Sleep + offers an innovative alternative to meeting your daily supplement needs by complementing your health routine, not complicating it."

The eco-friendly discs are made with naturally derived ingredients and without fillers, additives and allergens, plus they do away with wasteful plastic packaging. Effusio's Prebiotic + is a blend of ingredients to support digestive health and immune function like green tea extracts and polyphenols from pomegranate and blueberry. Sleep + shares the soothing support of L-theanine, chamomile and melatonin.



8.1  
Score

Popularity



Activity



Freshness



9 Related

10,169 Total Clicks

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# Hybrid CBD-Infused Energy Drinks

## Kill Cliff Pioneers New Category with the Killer Cliffsicle

Atlanta-based energy drink brand Kill Cliff has announced the launch of Kill Cliff Octane, a new CBD-based energy drink line that has entered the market with the release of its first beverage, the Killer Cliffsicle.

The Killer Cliffsicle is an orange and vanilla flavored beverage infused with a combination of CBD and caffeine. According to John Timar, the CEO of Kill Cliff, the new hybrid energy drink results from the company "pioneering a brand new category" -- one that aims to blend the benefits of cannabis and caffeine.

Each can of Killer Cliffsicle delivers 125 mg of caffeine and 125 mg of hemp extract, which packs 25 mg of CBD. The brand new beverage is currently available for purchase in 12 packs on the Kill Cliff website.



5.7  
Score



8 Related

2,092 Total Clicks

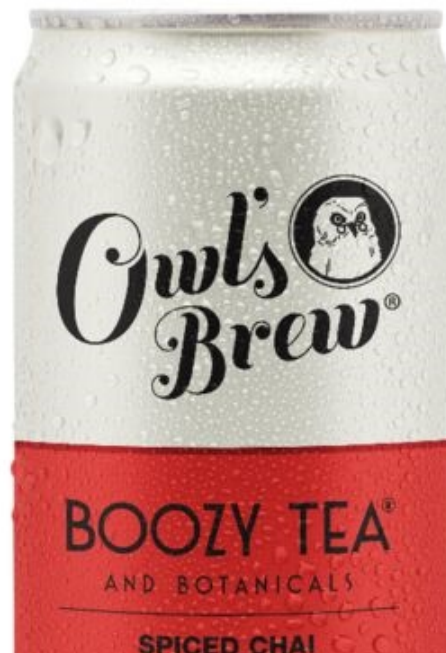
URL: [Hunt.to/464521](https://hunt.to/464521)

# Cranberry-Chai Canned Beverages

## Owl's Brew Spiced Chai & Cranberry is a Boozy Canned Tea Beverage

Owl's Brew Spiced Chai & Cranberry is a new canned tea beverage that's launching right on time for the holiday season and it shares warm, cozy and comforting flavors. The limited-edition boozy beverage comes to life thanks to the flavors of fresh-brewed organic cinnamon, ginger, cloves and cardamom with a splash of apple and cranberry, which is altogether well-balanced by tart and sweet tastes.

As a boozy beverage, the organic sparkling tea gets a boost from a fermented sugar base and its gluten-free, vegan and low in calories. The spiked sparkling tea is ready to drink from the can, yet it can also be poured so that is color (which comes from 100% brewed tea and fruit juices) can be appreciated, especially in elegant glassware for the holidays.



4.5  
Score

Popularity

Activity

Freshness



9 Related

6,801 Total Clicks

URL: [Hunt.to/464539](https://Hunt.to/464539)

# Convenience Brand Sports Drinks

## 7-Eleven Launched the New Replenish + Caffeine Sports Drink

Popular convenience retailer, 7-Eleven, recently expanded its portfolio of private CPG offerings with the introduction of the new Replenish + Caffeine Sports Drink. The new beverage is available in two flavors -- Pineapple and Prickly Pear.

As its name suggests, the new Replenish + Caffeine Sports Drink features caffeine alongside electrolytes to help consumers refuel after exercise. Each beverage boasts 140mg per 28oz bottle of natural caffeine extracted from green coffee beans. To further "replenish" you, the beverages also have vitamins E, B3, B5, and B6.

"At 7-Eleven, we're constantly innovating our private brand product assortment to meet our customer's changing needs. The demand for functional beverages, unique energy options and new flavors of our popular Replenish sports drink have all been on the rise over the past year," said Jack Stout, Senior Vice President, Merchandising and Demand Chain at 7-Eleven. "



6.9  
Score

Popularity



Activity



Freshness



9 Related

2,608 Total Clicks

URL: [Hunt.to/464536](https://Hunt.to/464536)

# Alternative Plant Beverages

## Plik is Made with Oats, Black-Eyed Peas & Mung Beans

While there are many plant-based beverages on the market that are made with nuts or soy, Plik sets itself apart with a dairy-free beverage formula that spotlights crops grown in India. The creamy plant-based drink is described as a "magical fusion" of ingredients that includes oats, mung beans and black-eyed peas (also known as cowpeas.)

A serving of Plik's plant-based beverage contains 50% more calcium than real cow's milk, plus it is free from soy, nuts and major allergens.

The versatile plant-based product can be added to coffee and tea, as well as cereals and smoothies, all the while sharing essential nutrients and a source of complete plant protein, and no artificial colors, flavors or preservatives.



4.4  
Score

Popularity



Activity



Freshness



6 Related

1,336 Total Clicks

URL: [Hunt.to/464463](https://Hunt.to/464463)

# Citrusy Canned Cocktails

## Four Pillars' Rare Dry Gin & Tonic Delivers Big Flavor

Four Pillars' Rare Dry Gin & Tonic is made with an extra-concentrated version of the brand's Rare Dry Gin, double the botanicals and extra oranges to replicate a signature citrus garnish. The simple G&T promises to complement a variety of social occasions and its portable format makes it easy to take virtually anywhere—no cocktail glass needed.

To pair with the premixed beverage, the Australian distiller also created a bespoke tonic. Four Pillars was inspired by favorites from other brands like Fever-Tree and StrangeLove and set out to create just the right balance of sweet, sour and bitter flavors for its canned beverage. The first ready-to-drink product from the brand delivers intense flavor and 5.1% ABV.



**3.4**  
Score



9 Related

2,127 Total Clicks

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# Free-From Sparkling Drinks

## Alani Sparkling is Made Without Caffeine and Gluten

Alani Sparkling is a brand-new line of flavored sparkling water from Alani Nu that's caffeine-free, gluten-free and vegan. Available in five flavors, the canned beverages complement the brand's current offerings and they share light, refreshing tastes that offer a better-for-you alternative to other drinks.

The convenience and wellness attributes of the flavored sparkling water beverages make them especially appealing to women who are looking for an alternative to sugary sodas that are just as enjoyable to consume. This line intentionally "showcases natural aromatic flavor components that [enhance] the taste of the product with zero sugar."

Alongside the Orange, Lemon Crème, Piña Colada and Peach Alani Sparkling flavors, Alani Nu is introducing an exclusive Cotton Candy variety at Kroger stores nationwide.



7.7  
Score



8 Related

2,112 Total Clicks

URL: [Hunt.to/463791](https://www.hunt.to/463791)

# Cold Brew Smoothies

## Pressed's Limited-Edition Smoothies are Enhanced with Maca & Reishi

Pressed is introducing a pair of limited-edition cold brew smoothies that are made with responsibly sourced, single-origin La Colombe cold brew coffee and functional superfood ingredients like maca and reishi. The Vanilla Protein Cold Brew Smoothie and the Mocha Reishi Cold Brew Smoothie appeal to busy consumers who desire a boost of caffeine on the go, and these nourishing and energizing options are debuting in just the right place—New York City. This fall, the caffeinated smoothies will also be available at Pressed locations across the nation.

To kick off the debut of these bottled beverages in NYC, Pressed is introducing a custom coffee cart to popular destinations in the city, so that people can get a taste for these convenient cold brew smoothies.



7.4  
Score

Popularity



Activity



Freshness



8 Related

6,628 Total Clicks

URL: [Hunt.to/463593](https://Hunt.to/463593)



# Low-Dose THC Sodas

## Green Monké Cans Contain Three Milligrams of THC & Six Milligrams of CBD

Green Monké is an alcohol alternative in the form of a THC soda that promises "all the fun without the hangover" thanks to three milligrams of THC and six milligrams of CBD. The brand's refreshing, tropical cannabis-infused beverages can be found in fun flavors like Mango Guava and Orange Passionfruit, which deliver a quick onset and just five grams of sugar and 25 calories per can.

The sparkling sodas are social elixirs that pair just as well with pizza and movie nights as they do group gatherings of all sizes.

The popular CBD beverage from the UK is now making its way to the Canadian market and it is poised to resonate with consumers who are looking to enjoy low-dose THC sodas. Jen Robinson Lockwood, Chief Marketing Officer, St. Peter's Spirits, says "Green Monké offers experienced and cannabis-curious consumers an alternative to alcohol and energy drinks for all drinking occasions."



9.7  
Score

Popularity



Activity



Freshness



8 Related

5,761 Total Clicks

URL: [Hunt.to/463557](https://hunt.to/463557)

# Spicy Seltzer Beverages

## Smirnoff's Popo Pico Seltzer Variety Pack Balances Sweet & Spice

Smirnoff's Popo Pico Seltzer variety pack balances spicy and sweet flavors with four unique varieties: Mango Chili, Pineapple Jalapeno, Spicy Tamarind and Spicy Margarita. These premium malt beverages are dressed in brightly colored cans that capture the spirit of the flavors inside. Complete with expressive designs and unique flavors, these canned seltzers from Smirnoff add refreshment to a category that's dominated by sweet, single-fruit flavors.

With these crisp seltzer beverages, the brand proves that "the world is ready for something disruptive and bold in a sea of seltzer that needs something fresh and flavorful."

For Hispanic Heritage month, Smirnoff is teaming up with Colombian singer, songwriter and business mogul Karol G to showcase the vibrancy of Latin culture.



8.7  
Score



9 Related

2,364 Total Clicks

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# Indian RTD Coffees

## Coffee a la Jaggery Shares the Taste of an Unrefined Natural Sweetener

Kimbala's Ready-to-Drink Coffees like Coffee a la Jaggery are a delicious alternative to traditional chai drinks and they are made with simple ingredients. Jaggery, an unrefined natural sweetener that's popular in India, is a key feature in the coffee beverage and it puts a twist on sweet coffee beverages.

Kimbala's range of ready-to-drink beverages also includes Indian chai and neat coffee. Thanks to a partnership with Quickly's digital marketplace, Kimbala brings an authentic taste of India straight to consumers' doorsteps. With a Kimbala box, customers can choose their desired combination of products and schedule for deliveries to be made weekly, biweekly or monthly based on what's most convenient for their needs. The one-stop-shop is a destination for South Asian and Indian cuisine, including grocery staples, meal kits, tiffins and more.



4.4  
Score

Popularity



Activity



Freshness



9 Related

3,975 Total Clicks

URL: [Hunt.to/463314](https://Hunt.to/463314)

# Resealable Cannabis Beverages

## CanReseal is an All-Metal Solution for Cannabis Drink Packaging

At the upcoming Cannabis Drinks Expo in San Francisco, California, Canovation will be showing its innovative cannabis beverage packaging technology. The fully sustainable and resealable alternative to canned beverage packaging is described as "the first-ever all-metal technology that adds threads to all commercially available cans for any product." Simple, portable and useful for portion control, CanReseal is a solution for cannabis beverages that's airtight, fully resealable and a more environmentally friendly alternative to single-use plastic.

Beyond being useful for cannabis beverage packaging, alcoholic and non-alcoholic drinks, CanReseal has the potential to help keep other kinds of products fresh, including everything from pet food and paint to snacks and beauty products. When it comes to implementing the fully resealable cans, Canovation notes that the solution does not disrupt existing infrastructure or supply chain operations.



5.6  
Score



9 Related  
6,705 Total Clicks  
URL: [Hunt.to/462645](https://Hunt.to/462645)

# Cosmic Berry-Flavored Beverages

## Applebee's Introduces Exclusive MTN DEW 'Dark Berry Bash' Flavor

American casual dining chain Applebee's has teamed up with PepsiCo to debut 'MTN DEW Dark Berry Bash,' a brand new, exclusive MTN DEW flavor that invites its drinkers to "surf galactic waves of sweetness and refreshment."

The experimental flavor blends blue raspberry and blackberry with MTN DEW's signature citrus blend to create a one-of-a-kind, "intergalactic" taste experience. "Applebee's shares our passion for innovation and flavor, making them the ideal partner to help us create this new and exclusive MTN DEW experience for our loyal fan base," said the Chief Marketing Officer at PepsiCo, Scott Finlow.

The exciting new MTN DEW flavor, which is currently being offered at select Applebee's, will be rolled out to 1,500 restaurants throughout the United States in the coming months.



7.8  
Score

Popularity



Activity



Freshness



9 Related

4,819 Total Clicks

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# QR Code Caps

## Nestlé Milo Teen Protein Drinks Engage Gen Z Consumers Via Packaging

Nestlé Milo Teen Protein drinks make the most of SIG's innovative QR code closure solution (One Cap, One Code) to engage young consumers. Targeting Gen Z in particular, the connected beverage caps can be scanned to redeem points via the popular Vietnamese messaging application Zalo.

With this packaging solution, Nestlé is the first company in Vietnam to make the most of SIG's One Cap, One Code. This solution introduces QR codes that are visible on the outer portion of the package, as well as hidden inside the closure. This means that select codes can only be accessed after consumers have purchased and engaged with the product packaging. Teens are encouraged to scan their QR codes for the breakfast drinks between 6AM and 10AM, and also invite their friends to join the campaign.



7.9  
Score

Popularity



Activity



Freshness



9 Related

6,736 Total Clicks

URL: [Hunt.to/458000](https://hunt.to/458000)

# Sparkling Functional Sodas

## REBBL POP's Plant-Powered Ingredients Bolster Immune & Digestive Health

REBBL POP is a new range of sparkling functional soda refreshments that rely on plant-powered ingredients to provide support for boosted immunity and digestive health. The prebiotic beverages boast just 50 calories and five grams of sugar and they speak to ingredient-conscious consumers who want better alternatives to traditional soda drinks. Bonnie Neulight, Chief Marketing and Innovation Officer at REBBL, says "REBBL POP is the answer to the soda drinkers' dilemma. With REBBL POP there is no more feeling of guilt nor yearning for taste."

These fun and functional beverages can be found in cans filled with flavors like Root Beer, Mandarin Orange, Blackberry, and Ginger Lime, all of which are certified organic, vegan and non-GMO.



7.1  
Score

Popularity



Activity



Freshness



8 Related

6,330 Total Clicks

URL: [Hunt.to/457942](https://Hunt.to/457942)

# Recyclable Bottle Packaging Toppers

## The 'Cap-It' Recyclable Paperboard Topper is Plastic-Free

The 'Cap-It' recyclable paperboard topper is a plastic packaging alternative for bottle packaging that would work to keep multipacks secure, while also reducing the use of plastic rings or shrink wrap. The bottle topper packaging is made with renewable materials and could even be covered in additional branding components to maximize visibility for consumers. As the name denotes, the packaging is 100% recyclable to make it more suited to the needs of consumers.

Director of Marketing and Beverage New Product Development at Graphic Packaging International Roxanne McSpadden spoke on the new 'Cap-It' recyclable paperboard topper saying, "Graphic Packaging's wide range of sustainable paperboard beverage solutions work well with multiple can, glass bottle and PET bottle configurations. Cap-It is our latest innovation for PET bottles that replaces traditional plastic multipack solutions, such as rings and shrink films. With Cap-It, customers are guaranteed a 100% recyclable package that aids the circular economy by providing fibres that can circulate multiple times through the recycling chain and become new packaging."



5.6  
Score



9 Related  
15,052 Total Clicks  
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# Immunity-Boosting Juice Drinks

## The Uncle Matt's Organic Ultimate Immune Drink is Flavorful

Immunity-supporting products are experiencing a surge in popularity as more consumers seek out ways to enhance their daily health and wellness, which is seeing new products like the Uncle Matt's Organic Ultimate Immune drink be introduced.

The drink is an orange juice beverage that contains 300% of the daily recommended dose of vitamin C per serving along with 50% of vitamin to boot, which also being a source of zinc. The drink is achieved using a blend of orange juice and elderberry, and will come in a large family-friendly 52-ounce bottle size.

VP of Marketing and Innovation Susan McLean explained the new Uncle Matt's Organic Ultimate Immune drink further saying that, "As a mom, I was looking for even more ways to naturally boost my family's immune health during this unprecedented time, and I kept circling back to these powerfully proven ingredients: vitamin C, vitamin D and zinc. This trifecta of vitamins – together with the antioxidant elderberry – is the 'ultimate' in immunity support. We are really excited to be able to offer Uncle Matt's Organic Ultimate Immune directly from our family to yours."



6.8  
Score

Popularity



Activity



Freshness



9 Related

5,870 Total Clicks

URL: [Hunt.to/439677](https://Hunt.to/439677)

# Enhanced Wellness Water Beverages

## Driftwell from PepsiCo Helps with Relaxation and Sleep

The Driftwell enhanced water beverage is a new product from PepsiCo that will provide consumers with a way to help relax, unwind and potentially enjoy better sleep. The product is infused with 200 mg of L-theanine along with magnesium to make it a wellness-focused refreshment that doesn't skimp on delivering nutritional and hydration support. The drink could become a mainstay part of the average consumer's routine when it comes to relaxing and unwinding when stress levels rise.

Vice President of Innovation and Capabilities at Pepsi's North American Beverages Unit Emily Silver spoke on the new Driftwell enhanced water beverage saying, "I think we're launching this at a time when there's more consumer interest than there previously was, given everything that's going on from a macro perspective. From a scientific and regulatory perspective, we feel really good about making that claim around L-theanine. Specifically, we have safety in clinical data to prove that it works."



7.6  
Score



9 Related

8,680 Total Clicks

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# LAB8 Trends | What We Offer?

The future is full of changing factors and new opportunities. To understand the future of customers and innovations, predicting changes is essential. LAB8's Trends spots rising trends and answers your questions about the most recent phenomena in your field.

## Identify future trends and scenarios

LAB8's trend report provides an overview of the hottest topics in the service industry, taking a peek at rising and hidden trends. Our customized workshops delve into trends and future scenarios important for your business.



## LAB8's Trends Workshops:

### 1. Guided trend workshop

Our guided trend workshop uses the Consumer Trend Canvas tool to find trends important for your company. Identifying trends is an important part of finding innovation opportunities.

### 2. Guided scenario workshop

Led by LAB8's specialists, the workshop helps your company develop and test scenarios by making assumptions about future prospects and changes.

TRENDS



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# LAB8 | Customised Trend Reports

As a corporate customer of LAB8, you can get customised reports on your sector or field of interest.

Schedule and scope can be arranged depending on your needs.

More information ►



TRENDS

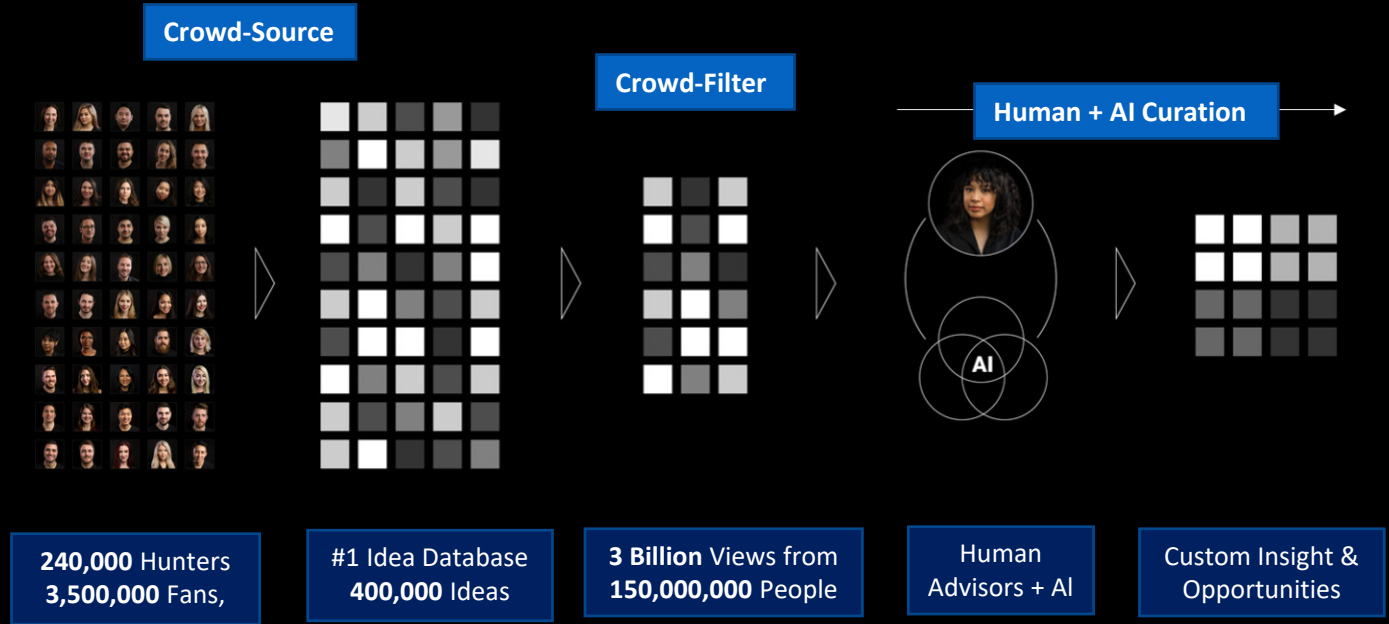


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# Report Process

TrendHunter has built the largest trend platform, leveraging crowd-sourcing, crowd-filtering, AI and humans to cut through the noise and uncover opportunity **faster!**

LAB8 Customizes a trend report utilizing the Hospitality Barometer four times a year together with TrendHunter.



After TrendHunters curation, we ask the Haaga-Helia's Hospitality barometer to review the trends and how they apply in the Finnish hospitality and retail field.

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