

# CRATHCO

## Beverage News DISPENSER

Vol 1/No 2

### 2024 Evolutions and Trends

#### Dispensed Foodservice Beverages



As we move towards the end of 2024, we look back at some of the transformations and trends that the dispensed beverage industry experienced.

**Sustainability** – It continues to be a major focus in the dispensed beverage industry. Providers are increasingly adopting eco-friendly practices, such as using biodegradable materials and promoting reusable containers. Companies are also exploring innovative ways to reduce their carbon footprint, including energy-efficient dispensing machines and sustainable sourcing of ingredients. These efforts appeal to environmentally conscious consumers and also contribute to long-term cost savings.

**Health and Wellness** – There is a growing demand for functional beverages that offer health benefits beyond basic hydration. Drinks infused with vitamins, minerals, probiotics, and adaptogens are becoming popular choices. Additionally, low-sugar and low-

calorie options are being introduced to cater to health-conscious consumers. This shift towards healthier options is reshaping product offerings in the profitable foodservice beverage market.

**Innovative Flavors** – Consumers are increasingly seeking unique and exotic flavors in their beverages. This trend is driving the introduction of new and exciting flavor profiles, such as yuzu, dragon fruit, and hibiscus. These flavors not only provide a refreshing change but also cater to the adventurous palate of modern consumers.

**Impact on the Industry** – Staying informed and adapting to these trends is essential for businesses to thrive in this competitive landscape. By embracing these changes, companies can meet consumer demands and position themselves for success in 2025 and beyond.

### I-PRO RECIPE: STRAWBERRY MILKSHAKE

#### 15 SERVINGS:

- 2.1 Qt half skimmed milk
- .1 Qt Sugar
- .2 Qt Ice Cream Base
- .5 Qt Strawberry Puree



#### Preparation

- Mix all the powdered ingredients
- Mix the milk with the strawberry puree
- Mix in powdered ingredients with the liquids using an immersion blender
- Rest the base for at least 15 minutes and then blend again
- Load the mixture into your I-PRO following the instructions and start in production mode

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It's almost that time again... the largest foodservice equipment trade show in North America. Stop by and see our expansive collection of popular and profitable beverage dispensing equipment. Don't miss the chance to connect with Crathco at booth #1656. See you in Atlanta



Marketing cold and frozen beverages to convenience store customers requires a strategic approach that leverages convenience, appeal, and customer engagement. Here are some expert recommendations:

## The Convenience Store Segment - maximizing drink sales

1. Highlight Convenience and Refreshment. Emphasize the immediate refreshment that cold and frozen drinks offer. Use signage and displays near entrances and checkout areas to capture attention.

Grab-and-Go: Promote the grab-and-go nature of these beverages, ideal for busy customers looking for a quick refreshment.

2. Seasonal Promotions. Create themed beverages for holidays and special occasions, such as pumpkin spice slushies in the fall or peppermint-flavored frozen drinks during winter.

3. Innovative Flavors and Customization. Introduce unique flavors to intrigue customers and differentiate your drinks from competitors. Allow customization of beverages with add-ons like

flavor shots, fruit pieces, or toppings. This can enhance the customer experience and increase sales.

4. Loyalty Programs and Incentives. Implement a loyalty program where customers earn points for each purchase, redeemable for free beverages or discounts.

Offer incentives such as "buy one, get one free" deals or discounts on combo purchases.

5. Engaging Displays and Signage. Use bright, colorful displays and digital signage to attract attention to your beverage section.

Clear Pricing: Ensure pricing is clearly visible and competitive. Highlight any special offers or discounts prominently.

6. Social Media and Digital Marketing. Use social media

platforms to promote new flavors, seasonal specials, and customer testimonials. Encourage customers to share their experiences online.

If your convenience store has a mobile app, use it to send push notifications about promotions and new product launches.

7. Sampling and Demos. Offer free samples of new or popular beverages to encourage trial and increase sales.

Host live demonstrations of beverage preparation to engage customers and showcase the freshness and quality of your products.

By implementing these strategies, convenience stores can effectively market cold and frozen beverages, attract more customers, and boost sales.

## WEB FOCUS: Launching I-PRO with AUTOFILL



Announcing the official launch of the [Autofill Lid System for I-PROs](#). We've been busy conducting market tests, training installers, and keeping up with all the interest from customers who want to automate their beverage programs. [Is Autofill right for you? Find out for yourself!](#)

Replace your current I-PRO lid with AUTOFILL and your frozen offerings will entice customers all day long.

# CRATHCO Autofill



## SALES STATS THE BEVERAGE RECAP

- There was a 10% increase in Frozen Beverage Sales in 2024 compared to 2023. Foodservice Equipment & Supplies
- There was an 8% increase in Cold Beverage Sales in 2024 compared to 2023. Nation's Restaurant News
- 65% of consumers prefer low-sugar or no-sugar beverages. Plate Magazine
- 70% of consumers are influenced by sustainable packaging. Restaurant Hospitality
- There was a 45% increase in sales of beverages with exotic flavors like yuzu and dragon fruit in 2024 compared to 2023. Nation's Restaurant News
- 55% of consumers prefer customizable beverage options. Plate Magazine
- 2024 saw a 12% increase in sales of alcohol-free frozen beverages. Restaurant Hospitality
- 50% of consumers are willing to pay a premium for high-quality, fresh beverages. Restaurant Hospitality
- 40% of total beverage sales in convenience stores are cold beverages. Nation's Restaurant News

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CRATHCO DRINK SYSTEMS

[www.Crathco.com](http://www.Crathco.com)

Customer Service/Sales +1-800-695-4500 (X 2, then X 2)

Technical Support +1-800-695-4500 (X 1, then X 3)

[InfoCrathco@electroluxprofessional.com](mailto:InfoCrathco@electroluxprofessional.com)

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