

ALAMANCE FOODS

Pouring Profits: Maximizing Revenue Through Beverage Strategies

2026 Restaurant Leadership Conference
April 20, 2026



Sonic



+19%

Increase in nonalcohol
foodservice beverages
purchased per week*

*Source: Technomic 2024 (4.4 beverages per week) vs 2022 (3.7 beverages per week)
Picture Source: Farhad Ibrahimzade (Unsplash)

Alamance Foods is a global foodservice partner built for **scale, quality, and operational excellence.**

Founded in 1890, Alamance Foods has spent more than a century pioneering foodservice-ready solutions that balance innovation, consistency, and scale.

We specialize in aerosol food technology and applications, partnering with leading national and global operators to move products from concept to commercialization quickly, safely, and at scale.

With capabilities spanning across custom formulation, manufacturing, and distribution, Alamance Foods operates as a fully integrated partner across beverages, desserts, and emerging menu platforms – delivering reliability operators can build on.

130+

years of food innovation and manufacturing expertise

Global

National manufacturing foot-print in 17+ countries and growing

Trusted

partner to leading QSR, coffee, convenience, and retail brands

End-to-End

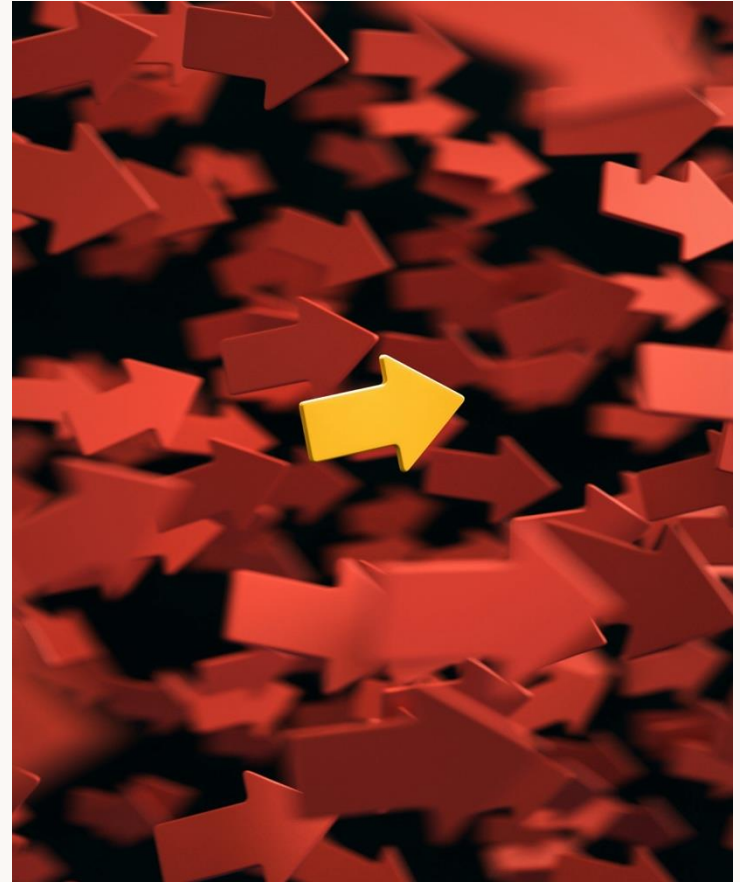
Concept to consumption, from ideation through commercialization solutions

What We Would Like for You To Get Out of Today's Session

1. Understanding of some key beverage consumer trends
2. Examples of how operators are leveraging these trends for profits
3. Ideas of how you can continue to evolve your beverage program



Beverage Trends You Should Know



Picture Source: 愚木混株 Yumu (Unsplash)

1. Consumer interest in beverages continues to grow

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4.4

nonalcohol foodservice
beverages purchased per
week in 2024 vs. 2.2 in 2022*

Fastest-Growing Nonalcohol Beverage**

Categories

Cold beverage +6.4%

Hot beverage +3.3%

Frozen beverage +2.0%

Menu Items

Specialty beverage +30.4%

Punch +26.9%

Iced Americano +25.5%

Specialty tea +23.2%

Iced specialty coffee +18.9%

Iced specialty tea +17.8%

Energy drink +17.3%

Other specialty coffee +15.9%

Arnold Palmer +14.8%

Kombucha +12.9%

*Source: Technomic

**Source: Technomic Q2 2024 - Q2 2025 YOY

2. Customization is critical to success with consumers and profit driver for operators

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+541%

Projected 4-Year Growth
in Cold Foam Menu
Penetration *

*Source: Datassential

**Source: Technomic

Beverage Toppings Menu Prices**

All Chains Average	\$0.99
Black Rock Coffee Bar	\$1.00
Blake's Lotaburger	\$1.50
Blue Bottle Coffee	\$1.00
Burgerville	\$1.00
CC's Coffee House	\$1.25
Corner Bakery	\$0.99
Dunkin'	\$0.79
Foxtail Coffee Co.	\$1.13
Honey-Jam Cafe	\$2.00
Human Bean, The	\$1.00
PJ's Coffee of New Orleans	\$0.70
Salad and Go	\$0.75
Scooter's Coffee	\$1.00
Starbucks	\$1.63
Ted's Bulletin	\$1.00
The Grill	\$0.59
Tim Hortons	\$0.50
Topgolf	\$0.99
Wegmans	\$0.70
Ziggi's Coffee	\$0.65

3. Any operator can enhance their beverage program & drive profits

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Spice Queen

Blended Coke + Pumpkin Spice + Pumpkin Pie Sauce + Pumpkin Spice Cream + Pumpkin Drizzle (320 - 920 ...

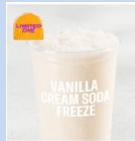
\$4.80



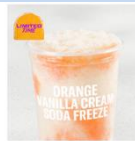
Spice Spice Baby

Dr Pepper + Vanilla + Cinnamon + Pumpkin Pie Sauce + Half & Half + Cinnamon Stick (170 - 600 Calories)

\$4.10



Vanilla Cream Soda Freeze
\$1.00 | 200 Cal



Orange Vanilla Cream Soda Freeze
\$1.00 | 210 Cal



Mountain Dew Baja Midnight™
\$1.00 | 280 Cal



Mango Peach Agua Refresca
\$2.00 | 170 Cal



Dragonfruit Strawberry Agua Refresca
\$2.00 | 180 Cal



Tropical Punch Rockstar® Energy Refresca
\$4.99 | 80 Cal



FROZEN STRAWBERRIES & CREAM

Icy, refreshing strawberry frozen beverage topped with smooth vanilla cold foam and strawberry shortcake crunch

\$2.99



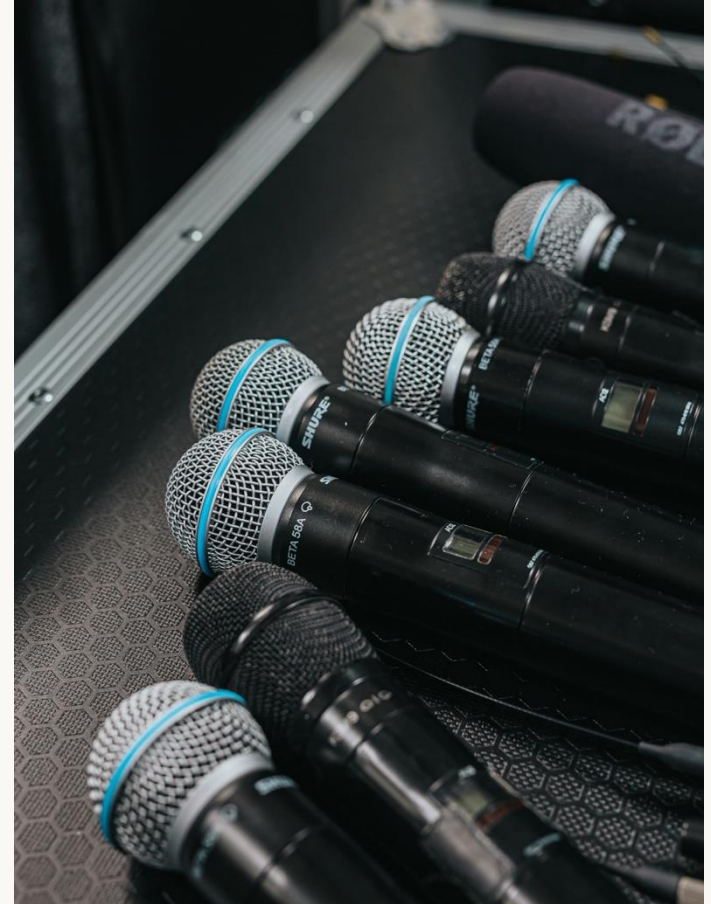
The New York Times

The Battle Over Refreshers Heats Up as McDonald's Enters the Mix

The fast-food giant will add fruit-flavored drinks to its menus next month as chains like Dunkin' and Starbucks sell more cold drinks than hot ones.

April 13, 2026

Current Experiences with Beverages



Picture Source: Andrew Valdivia (Unsplash)

Our Panel

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John Dillon

CEO & President

la Madeleine Bakery & Cafe

la Madeleine



Rich Shank

Senior Principal and Vice President,
Innovation

Technomic

 **Technomic**
by Informa



Eric Nakata

Corporate Innovation Chef

Alamance Foods

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Key Trends to Know Review

1. Consumer interest in beverages continues to grow
2. Customization is critical to success with consumers and profit driver for operators
3. Any operator can enhance their beverage program & drive profits



About Alamance Foods



ALAMANCE FOODS



Cold Coffee



Dirty Soda



Hot Coffee



Matcha



Smoothies

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