

# NEW & NOTABLE

TEA & COFFEE REPORTS BREWING WORLDWIDE

## Drinktec Confirms that Millennials are Keen on Botanical/Herbal Teas and Coffees



One trend witnessed at Drinktec was a demand for botanicals for energy drinks. Image courtesy of Dominique Huret

Nearly 50,000 visitors attended Drinktec (12-16 September) in Munich, Germany; a significant number, though less than the two previous editions. But the quality of the exhibitors confirmed Drinktec as a leading trade fair in beverage and liquid food. This is an excellent platform to watch trends and look for insights in tea and coffee.

Covering such a big fair and its eight halls can be a 'hit and miss' game, especially when large and sophisticated drinks equipment are taking most of the space. Deutsche EXT Kaffee (DEK), one of the largest instant coffee manufacturers in the world, was well represented. Hamburg, Germany-based DEK is the core company of the Cafea Group and manufactures instant coffee, milk coffee drinks, grain coffee and drinking chocolate as well as cap-

sules. Coffee is processed and distributed in eight of its plants. The family-owned business is a leading provider of soluble coffee for private labels and a partner of large retail chains. Cold brew is DEK's main focus and there, in terms of sales, Europe lags behind the United States and Asia.

"This summer, hot weather in Europe was favourable to cold brew coffee, especially with the younger generations. Cold brew has a market potential with them because it goes very well with vegan milk. But older consumers are reluctant to change their beloved coffee, which remains a conservative drink for many Germans, Italians, French," said Dietmar Cremer, DEK's B2B sales director.

But instant coffee is DEK's star product, with a variety of types including cappuccino, espresso, mo-

cha, Viennese mélange and iced coffee, as well as grains and liquid coffees. "For the last ten years, consumers have taken interest in the origin of coffee and on understanding the story behind the product as well as the impact of their consumption at origin. So now, we are asked to provide high quality and sustainable coffee that meets the desires and needs of today's demanding and knowledgeable coffee drinker," explained Cremer. "The millennial audience and Gen Z are highly savvy and technically engaged, and to meet their desires and aspirations remains a challenge."

Another major exhibitor was Martin Bauer, a Bavaria-based company that specialises in botanical products. The 90-year-old company has 20 manufacturing sites with seven in the USA. Sarah Wolf-Jürgens, marketing manager at Martin Bauer said, "Our core market is tea leaf (70 percent) where we are sourcing for major beverages companies in B2B. But 30 percent of our business is tea extracts with added flavours. We recently noticed a higher demand for botanicals for energy drinks. One



DEK touted its cold brew coffee at Drinktec (pictured Dietmar Cremer, right with colleague). Image courtesy of Dominique Huret

of our newest products is an energy drink with only botanical extracts and no taurine, theine or caffeine. We believe it could please today's healthy lifestyle-focused consumers." Last year, Martin Bauer acquired a majority stake in Power Brands, a Californian beverage developer, strong in formulation. In 2020, it was Core Botanica, the leading manufacturer of customised mint leaf products in North America.

High quality Japanese Green tea extract is German SME Taiyo's core business. The company offers clinically proven nutritional benefits of green tea antioxidants and natural-based functional ingredients for the food and beverage industries but also the medical and pharmaceutical industries. "We cater to today's beverage trends such as prebiotic and functional drinks. One of our newest innovative beverage concepts is a so-called Sleepwater, which is specially designed for consumers who have difficulty falling asleep or sleeping through the night: L-theanine promotes relaxation and helps reduce stress," said Taiyo's product manager, Kai Schmidt.

This supports the body's regeneration, the immune system and energy levels. "With Sunphenon® TH30, Taiyo offers a high-quality green tea extract that contains 30 percent pure L-theanine – the amino acid found in the leaves of the green tea plant *Camellia sinensis*," Schmidt noted.

Dominique Huret

### Triestespresso Expo Highlights All Things Espresso

As attendees converge in Trieste, Italy for the 10<sup>th</sup> Triestespresso Expo (27-29 October), which celebrates all things espresso – from the supply chain to espresso extraction – espresso remains on an upward trajectory. The global espresso coffee market continues to grow due to its increasing popularity among users, particularly in espresso-blended beverages.

Data Bridge Market Research reports that the espresso coffee market was valued at USD \$3.22 billion in 2021 and is expected to reach a value of USD \$5.81 billion by 2029, at a CAGR of 7.65 percent during the



An espresso shot is pictured above but 'espresso-blended' beverages is where demand is the highest.

Image courtesy of Peet's Coffee

forecast period of 2022-2029.

As previously noted, one of the major factors expected to drive growth in the global espresso coffee market during the forecast period is the increasing popularity of espresso coffee around the world as coffee manufacturers continue blending espresso shots with other beverages such as cappuccinos, lattes, mochas, etc. Growing demand for espresso coffee in developing economies from office cafeterias, hotels, restaurants and coffee shops is another major factor projected to spur market growth. However, growth is also being fuelled by the rollout of ready-to-drink (RTD) espresso coffee in a variety of flavours, both by branded and private label manufacturers.

It is important to note that espresso is not a type of coffee bean – any type of coffee may be used to make espresso. While there are special espresso roasts of coffee available, the term 'espresso' refers to the highly concentrated shot of coffee made with an espresso machine and pulling a quality shot requires

considerable skill and practice.

For those looking to enhance their espresso knowledge or hone their skills, Triestespresso Expo is a reference point for professionals in the coffee industry from all over the world. To register or for more information, visit: [triestespresso.it](http://triestespresso.it).

Aubrye McDonagh Leigh

Image courtesy of Press Coffee



### Did You Know?

Arabica beans make up about 60 percent of the world's coffee. Arabica coffee comes from the beans of a *Coffea arabica* plant, which originated in Ethiopia.