



Away-From-Home Beverage Consumption

Rising Consumer Interest in Better for You Beverage Offerings



A Legacy of Innovation

Vibrant Ingredients has been at the forefront of natural ingredient development for over 70 years, delivering clean label, functional solutions across the food and beverage industry. Vibrant Beverage, the foodservice division of Vibrant Ingredients, is fueled by this expertise to push boundaries in the functional beverage space, combining nature's best ingredients with a patented extraction process. Innovation is more than just a buzzword—it's at the heart of everything we do. We are uniquely positioned to bring science-backed, beverage innovations to the foodservice industry.



78%
of consumers are interested in at least one specific functional health benefit in non-alcoholic beverages.¹

Seventy-two percent of operators say their customers are increasingly looking for better-for-you offerings, and consumer interest in beverages with functional health benefits have also increased in the past two years.¹ This includes drinks that offer mental clarity and immune system support, as well as energy drinks and beverages with added protein.²



Ingredients with Purpose

Consumers today expect more from their beverages—they want great taste, natural ingredients, and functional benefits that support overall wellness.

At Vibrant Beverage, we specialize in functional beverages with:

Coffee, Tea & Botanical Extracts

Extracts crafted from real coffee, tea, and botanicals for authentic flavor and functional benefits

Natural Caffeine

Derived from coffee and tea for a smoother energy release

EGCG

A powerful antioxidant and catechin found in green tea, known for its potential health benefits

Acerola Cherry

Vitamin C component that supports immune health and fuels natural energy

L-theanine

A compound found in tea that promotes mental clarity and focus while counteracting caffeine jitters

Formulation Expertise

Partner with our experts to create standout, clean label beverages that deliver on taste and performance

With consumer health trends driving demand for immune support, cognitive function, gut health, energy-boosting, and protein-packed beverages¹, Vibrant Beverage expertise ensures you stay ahead of the curve. Our commitment to science-backed innovation and natural ingredients make us the ideal partner to create beverages that nourish, energize, strengthen, and inspire.

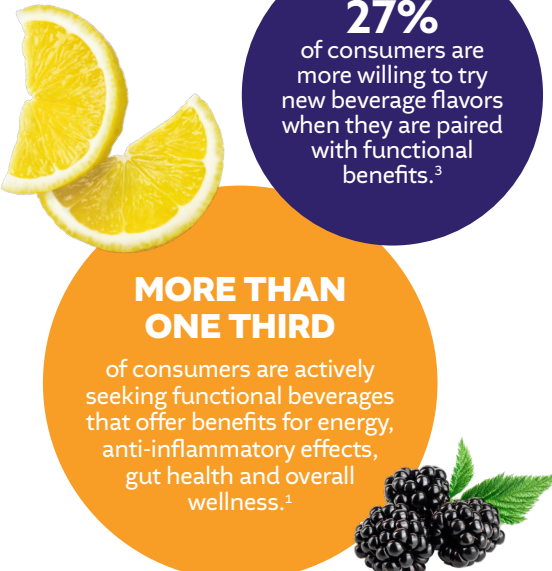


Fueling Demand

Today's consumers are redefining the energy drink category, moving beyond traditional caffeine boosts toward smarter, functional energy solutions. The market for energy beverages continues to surge, driven by demand for clean, sustained energy without the crash.



INVEST IN DISPENSED!
Invest in your brand and ditch the energy drink cans. Offer your patrons a unique **dispensed** energy drink!



27%
of consumers are more willing to try new beverage flavors when they are paired with functional benefits.³

MORE THAN ONE THIRD
of consumers are actively seeking functional beverages that offer benefits for energy, anti-inflammatory effects, gut health and overall wellness.⁴

This demand is already influencing beverage programs, with operators expanding non-alcoholic offerings that deliver functional health benefits.

Operator Offerings

Operators are currently offering Non-Alcoholic Beverages with Functional Health Benefits that¹

| | |
|------------------------------------|-----|
| Give You Energy | 49% |
| Helps You Recover from a Workout | 30% |
| Replaces a meal, Provide Satiation | 22% |
| Promote Digestive Well-Being | 22% |
| Boost Immunity, Prevent Disease | 19% |

The Rise of Benefit Stacking

Consumers no longer want just a quick jolt of caffeine; they seek ingredients that provide balanced, long-lasting energy while delivering additional health benefits.

Benefit Stacking, the inclusion of multiple functional benefits in a single beverage, is shaping the next wave of functional drinks. By strategically combining ingredients, brands can deliver tailored solutions for health-conscious consumers.

Our formulation expertise can craft beverages that stack up to consumer expectations.

Cold Brew: The original functional beverage—naturally delivering smooth energy, focus, and refreshment long before “functional” was a trend.

Our Recent Innovation

Easy Does It
for relaxed alertness

Our signature cold brew coffee with L-theanine, lavender extract and vanilla flavor

Boost Brew
for clean energy and protein

Our signature cold brew coffee with added protein and caramel flavor

Matcha Mind
for mental clarity

Our matcha tea latte with L-theanine, EGCG, and strawberry flavor



Source: ¹Datassential 2025, ²Technomic AFH Report 2024, ³Mintel 2025



On The Menu


Matcha is emerging as a functional favorite, delivering “clean caffeine” and calm, focused energy from its natural blend of caffeine and L-theanine

LTO
to permanent
menu placement
from Dutch Bros:
Protein Lattes

Jun 2025 \$6.55

Coffee Bean And Tea Leaf

ICED UBE COCONUT CREAM MATCHA LATTE



Our beloved matcha tea latte is now topped with our purple hued ube cream cap.


Limited Time Offer

| | | |
|-------------------|-------|-----------------------------------------------|
| Unbranded PI: 38% | ★ | SCORE 59 specialty appeal |
| Branded PI: 53% | ★★★ | |
| Uniqueness: 52% | ★★★★★ | |
| Frequency: 20% | ★★★ | |
| Draw: 53% | ★★★★★ | |
| Value: 37% | ★★★ | |

Sep 2025 \$2.00

Taco Bell

DRAGONFRUIT STRAWBERRY AGUA REFRESCA



A light and refreshing beverage crafted with tropical dragonfruit and mixed berry flavors, real freeze-dried strawberry


Limited Time Offer

| | | |
|-------------------|-------|----------------------------------------|
| Unbranded PI: 54% | ★★★ | SCORE 99 superstar |
| Branded PI: 50% | ★★★ | |
| Uniqueness: 53% | ★★★★★ | |
| Frequency: 24% | ★★★★★ | |
| Draw: 52% | ★★★ | |
| Value: 67% | ★★★★★ | |

Jan 2026 \$4.00

Dutch Bros Coffee

ICED MAPLE WAFFLE PROTEIN LATTE



Espresso, Salted Caramel, Cinnamon, White Chocolate & Protein Milk w/ Soft Top®, Caramel Drizzle & Raw Sugar Sprinks.

Limited Time Offer

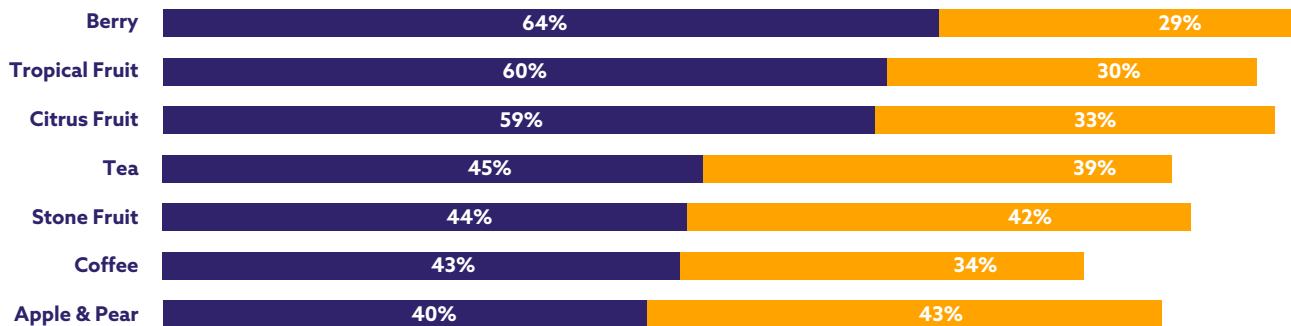
| | | |
|-------------------|-------|----------------------------------------|
| Unbranded PI: 51% | ★★★★ | SCORE 83 superstar |
| Branded PI: 55% | ★★★★★ | |
| Uniqueness: 44% | ★★★ | |
| Frequency: 24% | ★★★★★ | |
| Draw: 54% | ★★★★★ | |
| Value: 53% | ★★★★ | |

Source: Datassential, SCORES

Flavors Trends: Driving Innovation with Market Insights

Vibrant Beverage’s marketing team stays ahead of industry trends, collaborating closely with our technical experts to transform emerging consumer insights into standout beverage solutions. With a pulse on high-growth flavors, we bring innovative concepts to life, delivering exceptional taste and functionality that meet the ever-evolving demands of today’s beverage market.

Refresher Flavor Interest



Q: How interested would you be in the following flavors for refreshers/functional beverages?

Source: Datassential

● **Very Interested**
● **Somewhat Interested**

Explore our portfolio of innovative beverage solutions built to help foodservice operators deliver craveable and consistent Purely Better™ beverages across locations.



