

# Festive Coffee Experiences for Your Coffee Business: Seasonal Drinks That Drive Sales in Winter

Winter is almost here – we can smell it – and the steamy appeal of a delicious cup of coffee is palpable. Seasonal coffee flavours are appealing to the taste buds and drive revenues of food service outlets, including busy cafes and intimate hotel lounges with state-of-the-art coffee for hotels.

## Popular Winter Flavors and Ingredients that Customers Love



Peppermint, cinnamon, gingerbread and caramel all capture the energy of winter. They can transport your customers to festive holiday parties or evenings studying in front of the

fireplace. Think outside the box about how you can boost your food service coffee and introduce new flavours to your menu. A gingerbread latte may have nutmeg or clove notes that provide an elevated and multi-sensory experience that's more than simply another offer on your menu.

## Creative Holiday Coffee Ideas to Add to Your Menu

We suggest trying out some of these holiday coffee options on your menu and tantalise your customers' out of home coffee experience:

**Peppermint Mocha Latte:** Who can say no to a mix of chocolate and peppermint in one cup of the most amazing latte?

**Gingerbread Cappuccino:** This option is full of wonderful warming spices and finished off with frothed milk to provide an embrace of comfort.

**Eggnog Latte:** Everyone has one or two fond memories of this holiday favourite, so it must be on your menu.

**Spiced Maple Latte:** With a unique flavour profile, this amazing latte makes for a great talking point on your menu.

**Cinnamon Orange Espresso:** This espresso has a mix of fresh orange and sweet cinnamon, a perfect harmony in your cup.

**Cold Brew Winter Twist:** Don't let your cold brew lovers down. Spice up your cold brew with a special blend to keep your customers returning through the winter months.

## How to Market Your Festive Coffee Offerings to Maximise Sales

So now, you have your coffee service for business locked down. Once you've nailed down your menu, get the word out to your customers about your winter offerings. Here are some recommendations how:

**In-store Marketing Tips:** Use seasonal signage and menus for

maximum visibility. Set the vibe in your outlet with festive holiday decorations.

**Social Media Promotions:** Create social media posts of your seasonal beverages. Use great photos to highlight the colour, textures, look and feel.

**Holiday Specials and Limited-Time Offers:** To drive demand, try time-limited offers and 'holiday happy hour'.

**Loyalty Rewards:** Thank your most loyal customers. Offer 2x points or discount on certain drinks, such as your festive beverages.

### Implementing Festive Coffee Experiences Across Different Business Types

Your coffee offers can adapt to various settings:

**Cafes and Coffee Shops:** Offer your customers eye-catching latte art and inventive seasonal flavours. Why not offer cups to help add cheer?

**Hotels and Restaurants:** Wow your guests with room coffee options and festive coffee trolleys. Pair your beverages with sweet treats, bringing a real wow to your festive dining.

**Corporate Offices:** Here's one for coffee vendors for offices – add seasonal beverages or seasonal monthly flavours to drive the cold away and increase employee cheer.

### Creating a Premium Festive Coffee Experience with Food Service Coffee Supplies

Look at unique, different and quality ingredients and make your beverages better. From hiring high standard baristas to using the best [coffee cafe supplies](#), you can make your gourmet coffee service truly unique. This means you will get much higher returns.

## Stand Out with Memorable Festive Coffee Experiences

By adding seasonal nostalgia to your menu, you can create customer delight. Make the most of cold weather months and add a seasonable beverage offering to your menu that's out of this world. Start experiencing the benefits of a successful seasonal coffee program.