



## What's Brewing 2022

Just when you thought cold coffee couldn't get any hotter  
 – with cold brew mentions up 165%, who can argue that? –  
 we're seeing the emergence of a new iced coffee technique on the rise.

## FLASH BREW

**Flash Brew Iced Coffee** uses hot water and drips coffee directly over ice to lock in all the flavors of a hot cup. In comparison to Cold Brew, which is never heated, flash brewed coffee tends to offer more complexity and acidity, ideal for consumers who prefer drinking their coffee black. Thanks to the hot water, flash brewing extracts more acids, capturing distinct acidity levels and delicate aromatics associated with light roasted coffees – attributes which are muted with cold brewing techniques.



Fad or here-to-stay trend? We'll have to wait and see!

## coffee without the beans?

With today's consumers placing increased emphasis on sustainability, corporate ethics, and environmentally-friendly farming practices, coffee bean innovation is a prime target for progressive food innovators. These consumer dynamics, coupled with a need to ease supply chain strains and long lead times associated with ingredients shipped from afar, are paving the way for a new approach to coffee production.



Start-up company Atomo claims to be "reinventing coffee for tomorrow" through upcycled ingredients and world-class innovation. Atomo's technology combines granulated date pips with blended compounds to mimic the taste and flavor of a traditional coffee bean. The result: molecular coffee created in the lab, with no beans, farming, or harvesting required.



Time will tell if this bean alternative does to coffee what plant-based options have done to protein, but we think it's definitely one worth watching.

Find out more about molecular coffee here: [Welcome to Atomo™ World | Atomo Coffee](#)

## NEW TASTES ON THE HORIZON

Here's a quick peek at some of the flavors we see bubbling up this year.

### TREND #1

### The Next Flavor Dimension

Fusion of flavors, as well as intensified tastes, borrowed across menu categories deliver heightened flavor complexity.

MENU ITEMS

we envision

Grilled Peach

Dark Chocolate Milkshake

Chile Cold Brew flavored with Cayenne and Cinnamon

Strawberry Peppercorn Frozen Tea Slushy

Stout-infused Cold Brew



### TREND #2

### A Big (and little) World of Flavors

Globally-influenced offerings, as well as hyper-regional claims, address interest in adventurous tastes.

MENU ITEMS

we envision

Thai Milkshake with Kaffir Lime

Tres Leches Frozen Coffee

Moroccan Orange Frozen Tea Slushy

Hong Kong Tea made with Half Coffee, Half Tea and Cardamom

Vietnamese Coffee Milkshake



### TREND #3

### Sweet & Savory: The Perfect Marriage

An endless array of sweet-savory combinations build upon the success of salted caramel.

MENU ITEMS

we envision

Miso Caramel Soft Serve

Brew Pub Dark Stout Milkshake

Salted Butterscotch Iced Coffee

Peach Habanero Sweet Tea

Smoked Bourbon Chocolate Shake



### TREND #4

### Mindfully Crafted

It's a nod towards health and wellness without skimping on flavor.

MENU ITEMS

we envision

Greek Yogurt and Plant-based Milkshakes

Raspberry Matcha Iced Tea

Chia Caramel Frozen Coffee

Honey and Cider Iced Tea



## 2022 DAIRY OUTLOOK



### US MILK PRODUCTION

2021 226.2B lbs	2022 Projection 227.7B lbs
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- Supply chain issues, short staffing, and inclement weather have impacted hauling and plant operations for some dairy processors as we've entered the New Year.
- Cream supplies are steady in the East but tightening in the Central region.
- Dairy prices are at a sharp upturn versus March and April 2020 that saw some of the lowest prices in many years as the market was just beginning its pandemic-influenced volatility. The forecast is for dairy prices to remain elevated throughout 2022 and into 2023.

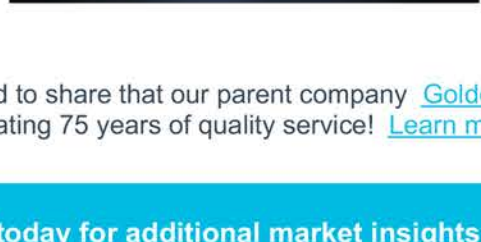
## 2022 COFFEE OUTLOOK



- New York Arabica futures continued their upward trajectory during December 2021, then started the New Year in a slightly bearish mood having suffered from end-of-year volatile taking during the last couple of sessions of 2021.
- Arabica futures have been very volatile during February. Fundamentally the market has been pushed higher by a steep decline in certified stocks.
- Forecast: We anticipate the market will remain volatile. Lack of availability will keep prices firm for the foreseeable future.

BRAZILIAN VOLUME  
 HARVESTED '21/'22  
**47.7M bags**  
**-24% vs. '20/'21**

- In London, the Robusta market traded independently to Arabica in January. Steady crop flows out of Vietnam accelerated some of the bear sentiment. February has seen movements in both directions during the month. London moved higher on the approach to the first notice day for March. Underlying fundamentals in Robusta are bearish, however.
- Forecast: London is likely to look to New York for directional movement. Arbitrage-related buying due to expensive Arabica should keep the market higher, and we anticipate prices remaining range-bound for the foreseeable future.



We are excited to share that our parent company [Golden State Foods](#) is celebrating 75 years of quality service! [Learn more here.](#)

Call or email us today for additional market insights and to learn how KanPak can help take your beverage and dessert menus to the next level!



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