

• FAMILY-OWNED AND OPERATED. •  
**UPPER LAKES FOODS**  
EST 1967

# COFFEE AND TEA GUIDE



Expect Perfection.®

Your comprehensive guide to finding  
the perfect Red Diamond brew.

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## A Coffee for Every Generation

Every generation has a different preference when it comes to their coffee. For instance, many Millennials and Gen Z have based their particular preference around sustainability and adventurous flavors, while Baby Boomers and Gen X typically drink coffee at a greater volume than younger generations. Our roundtable of experts spoke in-depth about the different ways to appeal to generational differences:

### Gen Z and younger Millennials

Brunch is a great daypart opportunity to appeal to this demographic and allows operators to experiment with unique coffee formats and flavors. With their elevated sense of adventure, these generations are excited to try elevated cocktail menus and “boozy coffee drinks.” Iced, sweet drinks and customizable hot chocolates are also a great way to introduce younger generations to coffee culture.

### Baby Boomers and Gen X

For older generations, drip coffee remains king. Though recent trends indicate that as the populations continue to age, showcasing the health benefits of a particular coffee beverage has increasingly become a great selling point. Cold brew coffee, with its lack of acidic notes and refreshing flavor, has also shown tremendous growth for older generations.

Red Diamond, The Buzz About Coffee Report. 2021.



# Cold Brew is Big Business

THE HOTTEST COFFEE ON MENUS TODAY, COLD BREW HAS THE POWER TO INCREASE CHECK AVERAGES AND DRIVE INCREMENTAL SALES.

As inflation and labor costs continue to skyrocket, there is a lot outside of an operator's control—and yet, consumers still expect a great experience when they dine out. Now, more than ever, items that are low-labor, high-margin, and well-loved by customers can be the key to running a profitable restaurant operation.

Enter: coffee. The most consumed beverage in the U.S. According to the 2022 National Coffee Association (NCA) Data Trends report, 66 percent of Americans now drink coffee every day—even more than tap water. Remarkably, that figure is also up by 14 percent since January 2021. This is the largest increase since NCA began tracking data.

Cold brew—up 300 percent on menus since 2016 according to National Coffee Association's 2024 Coffee Trends report—can be a great way for operators to tackle multiple challenges at once.

With Red Diamond's Cold Brew Coffee Filter Pack, restaurants can offer high-quality, consistent drinks that require almost zero extra labor yet deliver high dollar margins. It's a great opportunity for operators to add revenue at a time when that's been difficult to do.

Sources: FSR Magazine, "Why Cold Brew Is Big Business."

Red Diamond, "The Trend Alert." Fall/Winter 2019.



## RECIPE IDEA

Cold Brew Coffee  
Filter Pack  
217025 - 12/1 lb.

This 100% Arabica blend offers a full-bodied, rich, sweet taste, and a hint of nutty flavor. Every cup highlights the unique characteristics of the beans for flavor even the most discerning connoisseurs love.

### VANILLA SWEET CREAM COLD BREW

8 oz. Red Diamond Cold Brew Coffee (217025)

1 tsp. Cargill Granulated Sugar (340163)

1/2 cup Prairie Farms Heavy Cream (149733)

1 Tbsp. Vanilla Syrup  
Ice, as needed

Prep | Whisk together heavy cream and vanilla syrup and set aside. Combine sugar, cold brew and ice into a glass and stir. Top your cold brew with the heavy cream mixture and serve!



### Beverage Insight

65% of 18 – 24-year-olds say they are most likely to consume coffee out of home  
Source: 2019 NCDT

### Perfection That's Competitively Priced

This delicious coffee is an original blend with a decades-old history of full-bodied flavor in every pot. When you couple bold taste with the lower price point for Wright's Mill, this is a flavorful coffee at a competitive price.

#### Ideal for:

- + HOTEL COFFEE
- + CONVENIENCE STORE COFFEE
- + RESTAURANT COFFEE SERVICE

|        |   |               |
|--------|---|---------------|
| 415961 | Whole Bean Decaffeinated Coffee             | 2/5 lb.       |
| 415992 | Ground Arabica Blend Decaf Coffee           | 120/1.5 oz.   |
| 415994 | Ground Arabica Blend Decaf Coffee           | 120/2 oz.     |
| 415982 | Ground Traditional Restaurant Coffee        | 12/2 lb.      |
| 416026 | Ground Traditional Blend Coffee Filter Pack | 64/2/1.5 oz.  |
| 415997 | Ground Restaurant Arabica Blend Coffee      | 120/1.25 oz.  |
| 415998 | Ground Restaurant Arabica Blend Coffee      | 120/1.5 oz.   |
| 416019 | Ground Restaurant Blend Coffee              | 12/2 lb.      |
| 416029 | Ground Decaffeinated Arabica Blend Coffee   | 12/2 lb.      |
| 415974 | Ground Arabica Blend Decaffeinated Coffee   | 48/1.25 oz.   |
| 415983 | Decaffeinated Coffee Filter Pack            | 32/2/1.25 oz. |
| 415993 | Decaffeinated Coffee Filter Pack            | 64/2/1.75 oz. |
| 416000 | Restaurant Coffee Filter Pack               | 64/2/1.75 oz. |
| 415999 | Ground Restaurant Arabica Blend Coffee      | 48/5 oz.      |



## Estate

### Picked For Its Perfection

We begin with the world's best coffee beans, high grown, new crop, and 100% Arabica. We then develop the smooth, rich taste of our Estate Coffees in a variety of roasts and flavors.

#### Ideal for:

- + HOTEL COFFEE**
- + CONVENIENCE STORE COFFEE**
- + RESTAURANT COFFEE SERVICE**



|        |   |              |
|--------|---|--------------|
| 416046 | Drip Grind 100% Arabica Coffee          | 48/2.5 oz.   |
| 415988 | Drip Grind 100% Colombian Coffee        | 120/1.75 oz. |
| 415981 | Ground 100% Arabica French Roast Coffee | 42/2.25 oz.  |
| 416010 | Urn Grind Blonde Roast Coffee           | 36/8 oz.     |
| 416007 | Ground Blonde Roast Coffee              | 48/5 oz.     |
| 416016 | Ground Blonde Roast Coffee              | 120/2 oz.    |
| 416021 | Ground Blonde Roast Coffee              | 6/4 lb.      |
| 416022 | Ground Blonde Roast Coffee              | 160/1.5 oz.  |
| 415980 | Ground 100% Colombian Coffee            | 48/2.25 oz.  |
| 415989 | Ground 100% Colombian Coffee            | 48/5 oz.     |
| 416020 | Whole Bean Blonde Roast Coffee          | 6/4 lb.      |
| 416082 | Whole Bean Colombian Coffee             | 2/5 lb.      |
| 416057 | Whole Bean European Roast               | 2/5 lb.      |
| 416050 | Whole Bean Italian Roast Coffee         | 2/4l b.      |

## Cappuccino & Cocoa

### Perfection For Discerning Tastes

#### Ideal for:

- + CONVENIENCE STORE COFFEE**

|        |                           |         |
|--------|---------------------------|---------|
| 416012 | French Vanilla Cappuccino | 6/2 lb. |
| 416013 | English Toffee Cappuccino | 6/2 lb. |
| 412505 | Hot Cocoa Mix             | 6/2 lb. |



## 100% Arabica

### Blended To Perfection

|        |                                |              |
|--------|--------------------------------|--------------|
| 415988 | Drip Grind Colombian Coffee    | 120/1.75 oz. |
| 416046 | Drip Grind 100% Arabica Coffee | 48/2.5 oz.   |
| 416084 | Colombian Coffee Filter Pack   | 42/1.75 oz.  |
| 415980 | Ground 100% Colombian Coffee   | 48/2.25 oz.  |
| 415989 | Ground 100% Colombian Coffee   | 48/5 oz.     |
| 416082 | Whole Bean Colombian Coffee    | 2/5 lb.      |



Expect Perfection.®

## Red Diamond

|        |                                     |            |
|--------|-------------------------------------|------------|
| 414526 | Columbian Brew K Cup                | 6/12 ct.   |
| 416006 | Drip Grind Traditional Roast Coffee | 48/1.5 oz. |



## RECIPE IDEA

### Caramel Swirl Iced Coffee

#### Ingredients

- 1 ½ cups Brewed Arabica Coffee, chilled (416046)
- ½ cup Land O Lakes 2% Milk (149507)
- 2 Tbsp. Cargill Granulated Sugar (340164)
- 2 Tbsp. Lyons Designer Caramel Sauce (350654)
- 2 ½ cups Crushed Ice

#### Prep

Blend together coffee, milk, sugar, and caramel sauce. Combine and blend again with the crushed ice until smooth and slushy.

# Drop Ship Items

## Ordering Process

Red Diamond Drop Ship orders have no minimum or maximum order quantity and are applicable to all Red Diamond Special Order (S/O) items outlined on these pages. Orders are placed by ULF to Red Diamond on Tuesday and Thursday. Orders are processed and shipped by Red Diamond and are expected to arrive to you within five days with no additional delivery charge.



| ULF #                 | LABEL         | DESCRIPTION                                      | PACK SIZE   |
|-----------------------|---------------|--|-------------|
| <b>Arabica Coffee</b> |               |  |             |
| 416117                | Red Diamond   | S/O 100% Arabica Coffee Filter Pack              | 42/2 oz.    |
| 416087                | Red Diamond   | S/O Drip Grind 100% Arabica Coffee               | 120/1.5 oz. |
| 416089                | Red Diamond   | S/O Drip Grind 100% Arabica Coffee               | 48/2 oz.    |
| 416088                | Red Diamond   | S/O Drip Grind 100% Arabica Coffee               | 48/1.75 oz. |
| 416232                | Red Diamond   | S/O Drip Grind 100% Arabica Natural Decaf Coffee | 48/2 oz.    |
| 415155                | Red Diamond   | S/O Ground 100% Arabica Highlander Grog Coffee   | 40/2.5 oz.  |
| 416159                | Red Diamond   | S/O Urn Grind 100% Arabica Coffee                | 48/6 oz.    |
| 416233                | Red Diamond   | S/O Urn Grind 100% Arabica Natural Decaf Coffee  | 48/6 oz.    |
| 416231                | Red Diamond   | S/O Whole Bean 100% Arabica Coffee               | 2/5 lb.     |
| 416042                | Red Diamond   | S/O Whole Bean 100% Arabica Decaf Coffee         | 2/5 lb.     |
| <b>Regular Coffee</b> |               |  |             |
| 416048                | Wright's Mill | S/O Urn Grind Decaf Coffee                       | 48/6 oz.    |

| ULF #                     | LABEL                | DESCRIPTION   | PACK SIZE   |
|---------------------------|----------------------|---|-------------|
| <b>Flavored Coffee</b>    |                      |   |             |
| 416085                    | Estate               | S/O Drip Grind European Roast Coffee                  | 48/6 oz.    |
| 416173                    | High Altitude        | S/O Drip Grind Guatemala Huehuetenango Coffee         | 42/3 oz.    |
| 416086                    | Estate               | S/O Drip Grind Italian Roast Coffee                   | 42/2.5 oz.  |
| 416234                    | Estate               | S/O Drip Grind Hazelnut Flavored Coffee               | 40/2.5 oz.  |
| 415156                    | Estate               | S/O Drip Grind Southern Pecan Coffee                  | 40/2.5 oz.  |
| 414914                    | Estate               | S/O Ground European Roast Coffee                      | 42/2.5 oz.  |
| 415985                    | Estate               | S/O Ground French Vanilla Coffee                      | 40/2.5 oz.  |
| 416224                    | Estate               | S/O Ground Italian Roast Coffee                       | 42/3.25 oz. |
| 416074                    | High Altitude        | S/O Ground Blonde Roast Coffee                        | 42/3 oz.    |
| 416075                    | High Altitude        | S/O Ground Decaf Coffee                               | 42/3 oz.    |
| 416077                    | High Altitude        | S/O Ground Papua New Guinea Coffee                    | 42/3 oz.    |
| 416076                    | High Altitude        | S/O Ground Rio Samba Blend Coffee                     | 42/3 oz.    |
| 416073                    | High Altitude        | S/O Ground Sumatra Blend Coffee                       | 42/3 oz.    |
| 416236                    | High Altitude        | S/O Whole Bean Rio Samba Blend Coffee                 | 2/5 oz.     |
| <b>Organic Fair Trade</b> |                      |   |             |
| 416237                    | Red Diamond          | S/O Organic Fair Trade Whole Bean Tuscan Hills Coffee | 2/5 lb.     |
| <b>Cappuccino</b>         |                      |   |             |
| 416109                    | Red Diamond          | S/O Sugar Free French Vanilla Cappuccino              | 6/2 lb.     |
| 416011                    | Red Diamond          | S/O Pumpkin Spice Cappuccino                          | 6/2 lb.     |
| 416108                    | Red Diamond          | S/O Swiss Mocha Cappuccino                            | 6/2 lb.     |
| 416015                    | Red Diamond          | S/O White Chocolate Caramel Cappuccino                | 6/2 lb.     |
| <b>In-Room</b>            |                      |   |             |
| 416250                    | Red Diamond          | S/O In-Room Condiment Pack                            | 1/250 ct.   |
| 415972                    | Estate               | S/O In-Room Regular Coffee Filter Pack                | 200/.6 oz.  |
| 414533                    | Red Diamond          | S/O In-Room Decaf Coffee Pod                          | 200/6 gr.   |
| 414532                    | Red Diamond          | S/O In-Room Regular Coffee Pod                        | 200/6 gr.   |
| <b>Espresso</b>           |                      |   |             |
| 416239                    | Red Diamond          | S/O Whole Bean Espresso Coffee                        | 4/2 lb.     |
| <b>Max Caffeine</b>       |                      |   |             |
| 416243                    | Wright's Mill        | S/O Drip Grind Max Caffeine Coffee                    | 42/2.5 oz.  |
| <b>Tea</b>                |                      |   |             |
| 416249                    | Red Diamond          | S/O Black Tea   | 12/100 ct.  |
| 416382                    | Tropical Temptations | S/O Infused Green Mango Tea                           | 30/3 oz.    |
| 416357                    | Red Diamond          | S/O Mango Tea Mix                                     | 30/4 oz.    |
| 416248                    | Red Diamond          | S/O Simple Sweet Iced Tea                             | 24/4 oz.    |
| 416383                    | Red Diamond          | S/O Sweet Watermelon Iced Tea                         | 16/1.5 lb.  |
| 229841                    | Red Diamond          | S/O Sweet Tea Concentrate                             | 6/.5 gal.   |

# Red Diamond Tea

## The Perfect Blend

Our leaves are picked with an extreme attention to detail and as a result, our tea is known for its high quality and lack of stem content. Red Diamond consistently delivers 100% pure tea with terrific color, body, and a crisp, clean tea taste. We'll help you serve the perfect glass of tea, with the added benefit of a high level of healthy, natural antioxidants for today's nutrition seekers.

### Ideal for:

- + RESTAURANT TEA SERVICE**
- + HOTEL TEA SERVICE**
- + CONVENIENCE STORE TEA**

|        |                              |            |
|--------|------------------------------|------------|
| 416245 | Premium Iced Tea Filter Pack | 24/4 oz.   |
| 416252 | Iced Tea Filter Bags         | 96/1 oz.   |
| 229847 | 11+1 Unsweetened Tea Jug     | 6/64 oz.   |
| 416384 | Sweet Peach Tea              | 16/1.5 lb. |



### Beverage Insight

**44%** of all c-store consumers purchase dispensed tea from c-stores monthly.

# The Tea Sales SURGE.

**Tea is second only to water as the world's most consumed beverage.<sup>1</sup>**

As consumer preferences move away from artificially flavored beverages, the demand for tea continues to surge. For the under-40 crowd, tea is a great way to appeal to their desire for those items they see as "healthy/good for you."<sup>2</sup> Because drinking tea is often cited as helping to boost mental clarity and slow down the aging process, teas of all kind are a favorite beverage for the over-40 crowd. Serving a great-tasting tea that satisfies not only increases profit margins, it can help ensure your customers keep coming back.

Source: 1. Tea Association of the USA, 2019 / 2. Progressive Grocer





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