



Ready to Drink

COFFEE

RTD Coffees Make a Splash at Work and at Play

Coffee has long been one of America's favorite obsessions; ask anyone their preference, and you'll likely get a very specific answer that includes everything from type of roast, to level of sweetener, cream (or cream substitute), steam level, add-ins, syrup flavors, toppings, and more. What once was a kick-start to the morning has now become a drink of choice throughout the day, after work, and even in the evenings.

With the dramatic rise in coffee's popularity, a new contender has made its way to the forefront of coffees of choice: Ready to Drink (RTD). Ready-to-drink coffees—pre-made and chilled, canned or bottled cold brew coffees and lattes—have emerged as a great, portable, and on-demand option. Available in convenience stores, supermarkets, and even vending machines and micro markets at workplaces, RTD coffees have taken coffee options—and coffee drinkers—to the next level.

Health & Energy Benefits

Millennials seem to be leading popularity of RTD coffees, which bring together flavor, convenience, and relatively low calorie counts, along with interest in healthier drink options. Manufacturers of RTD coffees are addressing the growing demand for healthy drinks by infusing antioxidants, vitamins, minerals, and probiotics, as well as energy boosters into their ready-to-drink coffee products. Many have significantly less sugar than soft drinks, and can boost energy at levels on par with some energy drinks.

In addition to taste, some consumers (especially in the 18–39-year-old age group) cite making a conscious choice to replace carbonated soda with RTD coffees for health reasons. Carbonated soft drinks and energy drinks have been associated with the development of obesity and hypertension, while coffee is linked to lowered stroke and heart risks. While the product category is still too new to have amassed a body of research on health impact, it is assumed that the health implications for coffee also apply for RTD coffees.

Diverse Options

Another driver of the drink's popularity lies in the vast range of RTD coffee options available, which range from extra caffeine, to dairy-free, vegan, gluten-free, flavored, and nitro... even selections supplemented with plant proteins or infused with botanicals.

Whatever your preference in coffee, you're likely to find a ready-to-drink version available. Paired with on-the-go convenience, we think RTD coffees just may be the perfect match for today's fast-paced lifestyle.



RTD COFFEE FREEZER TREATS

When you're ready to kick up your favorite cold beverage (adult or otherwise), RTD coffee packs the flavor and the punch! Try filling an ice cube tray with RTD coffee and letting the cubes freeze. They make an amazing, refreshing, and energy-boosting addition to a glass of milk, whether you prefer traditional milk, almond, oat, or other dairy substitute. And, for a nightcap, you can always supplement your cubes with some Irish cream liquor, dark rum, or Kahlua.



Working in the yard? Nothing beats the refreshment—and the caffeine boost—of a coffee popsicle. Just fill your popsicle mold with RTD coffee and let it freeze; you can drizzle in a hint of chocolate sauce, milk, or even coconut to add an extra twist to your popsicle flavor!

Have you tried the new
Route 66® RTD Coffees?

Save 50¢
on Route 66®
Open Road Series
with your loyalty
account!

