

# SPRING / SUMMER CAMPAIGN 2025

SEASONAL BEVERAGES





**COFFEE  
KING**



**COFFEE  
KING**



# THE TASTE OF SPRING

# PISTACHIO & GOLDEN SUGAR ICED LATTE



## INGREDIENTS

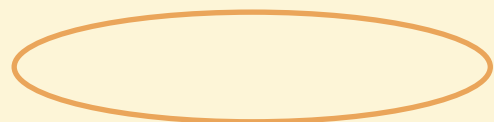
Golden Sugar Syrup  
1 pump

Pistachio Syrup  
1 pump

Coffee King Double Espresso  
36 g

Milk / alternative  
250 ml

Ice  
Scoop



## METHOD

A simple method to craft the perfect serve, guided by quality, simplicity, and attention to detail

### STEP 1

**Pump your syrups into a cup & extract your espresso on top**

### STEP 2

**Add your ice & milk into a separate 16oz cup**

### STEP 3

**Pour your espresso / syrup mix over your milk & serve**

# PISTACHIO ICED LATTE



## INGREDIENTS

Golden Sugar Syrup  
2 pumps

Coffee King Double Espresso  
36 g

Milk / alternative  
250 ml

Ice  
Scoop



## METHOD

A simple method to craft the perfect serve, guided by quality, simplicity, and attention to detail

### STEP 1

**Pump your  
syrup into a  
cup & extract  
your espresso  
on top**

### STEP 2

**Add your ice  
& milk into  
a separate  
16oz cup**

### STEP 3

**Pour your  
espresso /  
syrup mix  
over your milk  
& serve**

# GOLDEN SUGAR SHAKEN ESPRESSO

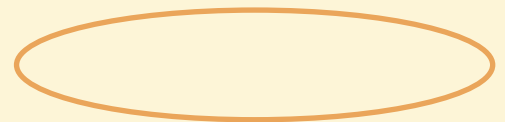
## INGREDIENTS

Golden Sugar Syrup  
2 pumps

Coffee King Double Espresso  
36 g

Ice  
Scoop

Milk / alternative  
Optional



## METHOD

A simple method to craft the perfect serve, guided by quality, simplicity, and attention to detail

### STEP 1

**Pump your syrup into a cocktail shaker & extract your espresso on top**

### STEP 2

**Add your ice to the shaker & shake well. Pour into cup & serve.**

### STEP 3

**Optional step. Add milk & serve.**

# GOLDEN SUGAR ICED LATTE



## INGREDIENTS

Golden Sugar Syrup  
2 pumps

Coffee King Double Espresso  
36 g

Milk / alternative  
250 ml

Ice  
Scoop



## METHOD

A simple method to craft the perfect serve, guided by quality, simplicity, and attention to detail

### STEP 1

**Pump your syrup into a cup & extract your espresso on top**

### STEP 2

**Add your ice & milk into a separate 16oz cup**

### STEP 3

**Pour your espresso / syrup mix over your milk & serve**

**COFFEE  
KING**



THE TASTE  
OF SUMMER

# HOW TO CAPITALISE OPPORTUNITIES DURING THIS SUMMER SEASON

## CONSUMER PREFERENCES: ICED VS HOT BEVERAGES



**94%** ICED BEVERAGES

**6%** HOT BEVERAGES

## REFRESHING YOUR BEVERAGE SELECTION WILL REVEAL...

### ENHANCES FOOD COMPLEMENT

More than half of refreshing beverages are consumed with food.

### FASTER SALES GROWTH

Iced beverages are seeing faster growth than the average for all drinks.

### ATTRACTS NEW AUDIENCES

60% of 18-24 years olds purchase an iced beverage out of home, more than once a week.

### SEASONALITY

78% of consumers purchase seasonal and limited time offer beverages.

### INCREASES PRICE PER TRANSACTION

Iced drinks command a higher price per litre compared to others drinks.



**€4 BILLION** spent on iced beverages in the UK in 2023 — **Expected +9%** over the next 4 years



## OUR BEST SELLERS



**ICED LATTE**



**ICED TEA**



**FRAPPE**



**MILKSHAKE**



**LEMONADE**

## TOP SUMMER FLAVOURS



**STRAWBERRY**



**LEMON**



**VANILLA**



**MANGO**



**CHOCOLATE**

## DEMAND BEING DRIVEN BY :



**CUSTOMISATION**



**CONVENIENT WAY  
TO FLAVOUR**



**POPULARITY OF  
FLAVOUR**

# 3 INGREDIENTS | 3 STEPS



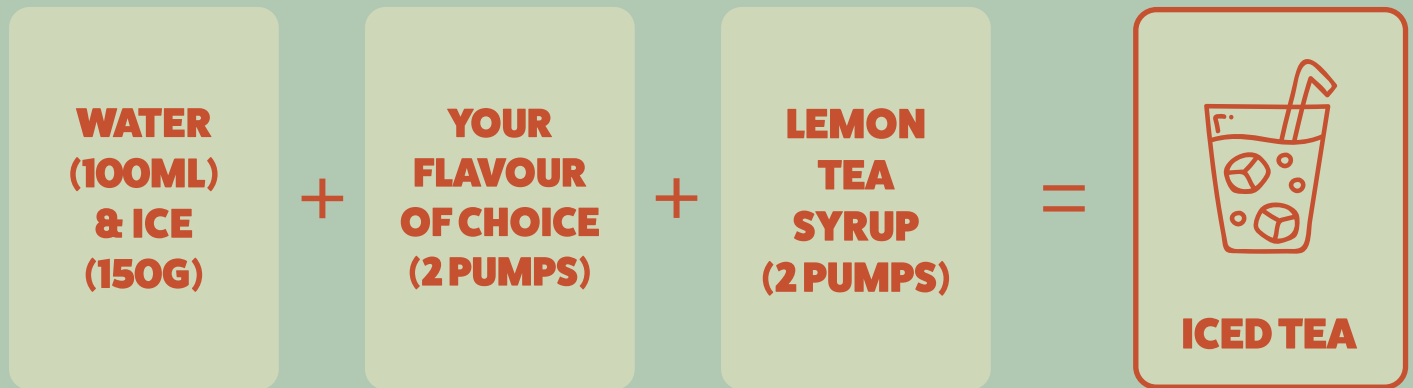
A SIMPLE METHOD TO CREATE A DELICIOUS  
ICED COFFEE

---



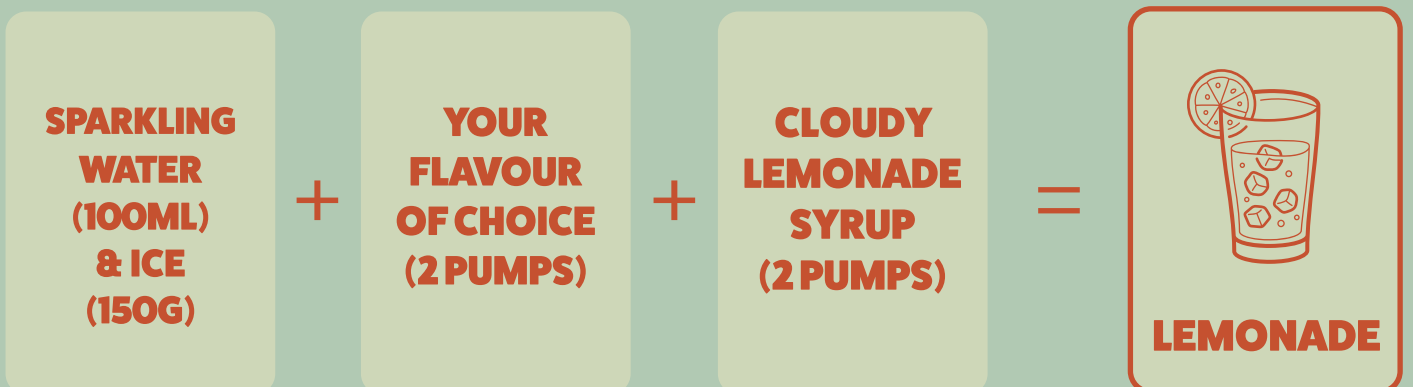
A SIMPLE METHOD TO CREATE A DELICIOUS  
ICED FRAPPE

# 2 INGREDIENTS | 2 STEPS



A SIMPLE METHOD TO CREATE A DELICIOUS  
ICED TEA

---



A SIMPLE METHOD TO CREATE A DELICIOUS  
LEMONADE

**COFFEE  
KING**



# SUMMER RECIPES

# STRAWBERRY ICED TEA



## INGREDIENTS

Golden Sugar Syrup  
2 pumps

Lemon Tea Syrup  
2 pumps

Water  
250 ml

Ice  
150 g

## SERVING SIZE

16 oz / 450 ml

## METHOD

A simple method to craft the perfect serve, guided by quality, simplicity, and attention to detail

### STEP 1

**Add ice  
& top  
up with  
water**

### STEP 2

**Pump the  
syrup  
into your  
glass**

### STEP 3

**Stir well  
before  
serving  
your drink**

# PEACH ICED TEA



## INGREDIENTS

Peach Tea Syrup  
2 pumps

Lemon Tea Syrup  
2 pumps

Water  
250 ml

Ice  
150 g

## SERVING SIZE

16 oz / 450 ml

## METHOD

A simple method to craft the perfect serve, guided by quality, simplicity, and attention to detail

STEP 1

**Add ice  
& top  
up with  
water**

STEP 2

**Pump the  
syrup  
into your  
glass**

STEP 3

**Stir well  
before  
serving  
your drink**

# RASPBERRY LEMONADE

## INGREDIENTS

Raspberry Syrup  
2 pumps

Cloudy Lemonade  
2 pumps

Sparkling Water  
250 ml

Ice  
160 g



## SERVING SIZE

16 oz / 450 ml

## METHOD

A simple method to craft the perfect serve, guided by quality, simplicity, and attention to detail

### STEP 1

**Add ice  
& top  
up with  
sparkling  
water**

### STEP 2

**Pump the  
syrup  
into your  
glass**

### STEP 3

**Stir well  
before  
serving  
your drink**

# VANILLA ICED LATTE

## INGREDIENTS

Vanilla Syrup  
2 pumps

Coffee King Double Espresso  
36 g

Milk  
250 ml

Ice  
150 g



## SERVING SIZE

16 oz / 450 ml

## METHOD

A simple method to craft the perfect serve, guided by quality, simplicity, and attention to detail

### STEP 1

**Pump your syrup into a cup & extract your espresso on top**

### STEP 2

**Add your ice & milk into a separate 16oz cup**

### STEP 3

**Pour your espresso / syrup mix over your milk & serve**

# PISTACHIO FRAPPE



## INGREDIENTS

Pistachio Syrup  
2 pumps

Liquid Frappe Base  
4 pumps

Milk / alternative  
150 g

Ice  
150 g

Whipped cream  
Optional

## SERVING SIZE

16 oz / 450 ml

## METHOD

A simple method to craft the perfect serve, guided by quality, simplicity, and attention to detail

### STEP 1

**Pump the syrups into your blender. Add milk, ice & blend**

### STEP 2

**Decorate your 16oz cup with chocolate or caramel sauce**

### STEP 3

**Pour the mix into your cup, add whipped cream & serve**

# MANGO SMOOTHIE

## INGREDIENTS

Mango Purée  
150 ml

Ice  
150 g



## SERVING SIZE

12 oz / 340 ml

## METHOD

A simple method to craft the perfect serve, guided by quality, simplicity, and attention to detail

### STEP 1

**Add the  
purée &  
ice to your  
blender**

### STEP 2

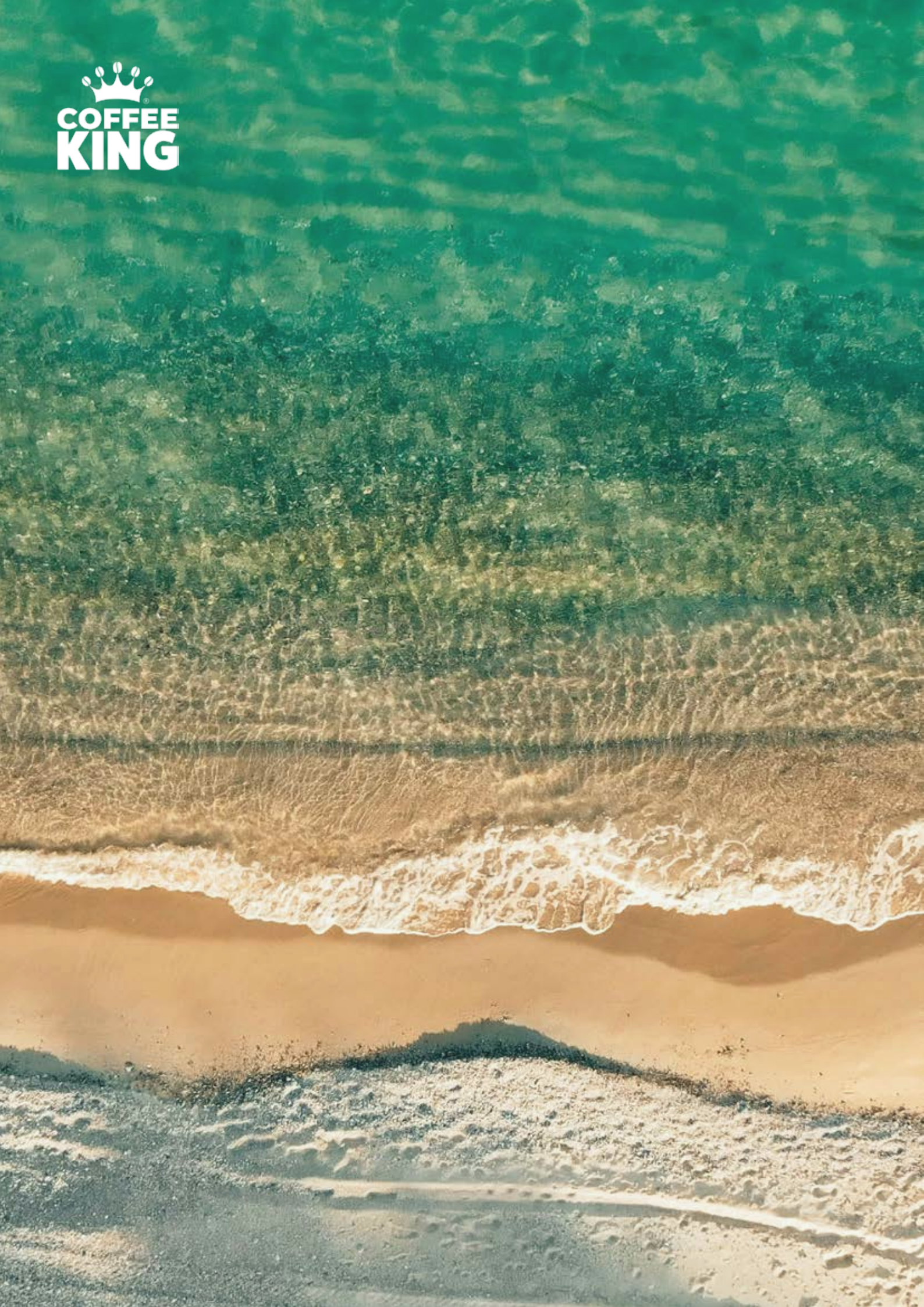
**Blend  
your  
items well**

### STEP 3

**Pour into  
your 12 oz  
cup & serve**



**COFFEE  
KING**







**COFFEE KING LTD**  
CLIFTON HOUSE, ASHVILLE POINT,  
SUTTON WEAVER, RUNCORN WA7 3FW  
SALES@COFFEEKING.ORG.UK  
© COFFEEKINGLTD ☎ COFFEE KING