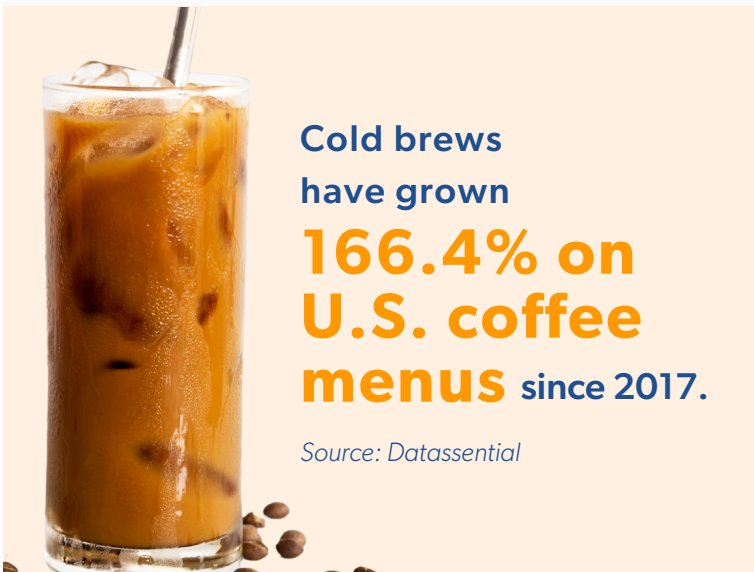


# 6 Non-Alcoholic Beverage Trends to Quench Your Thirst

The non-alcoholic beverage industry is booming, and early adopters of innovative concepts own the category. Check out some of the beverage trends taking over menus right now. Cheers!



Cold brews have grown **166.4% on U.S. coffee menus** since 2017.

*Source: Datassential*



Google searches for **"mocktails to order at a bar"** have increased 130% in the past 12 months.

*Source: Google Trends*



Instacart's energy drink sales were up **62%** in 2021.

*Source: Instacart*

Consumer interest in food and **beverages that promote gut health** rose 40% over 2 years.

*Source: Tastewise*



GrubHub orders for bubble milk teas **increased 505%** in the first half of 2021.

*Source: GrubHub*

Is your beverage menu becoming a problem? We love problems.

Visit [RubixFoods.com](https://RubixFoods.com) to see how we can enhance your beverage program.

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36% of TikTok users have **made orders at restaurants based on a video** they watched on the app.

*Source: Restaurant Business Online*

