

January 2019**在外现制咖啡 - China**

“升级店内环境和丰富咖啡搭配选择是提升在外现制咖啡的整体消费体验，鼓励长期消费的两个方面。具体做法包括但不限于打造适合商务场合的环境，提供能传播咖啡文化的服务和产品，以及推出有益健康或带来享受的咖啡点心套餐。”

On-premise Coffee - China

“Upgrading in-store ambience and enriching coffee pairing selections are two aspects to improve on-premise coffee consumers' overall consumption experience and encourage sustained consumption. Specific actions include but are not limited to building the best environment for business occasions, services and products that could educate over coffee culture, and healthy or ...

December 2018**茶饮店 - China**

“消费者在选择茶饮店饮料时，最看重的是饮料的口味，而且愿意溢价购买采用天然和新鲜成分的饮料。在这一类餐饮服务里，创新活动似乎始终未曾停止过，由此也持续不断带动营收。由于越来越多消费者（包括年轻一代）重视饮料含有的营养价值，茶饮店因此可以把更多种粗粮或传统汉方草本加进饮料里，借此满足消费者对健康饮品和养生的需求。”

— 王皓，助理研究分析师（食品和饮料）

November 2018**Tea Shops - China**

“Consumers are mostly taste-led when choosing tea shop drinks, and they would like to pay more for natural and fresh ingredients. The seemingly non-stop innovation activity in this foodservice area has been driving much of the business revenue. As more consumers, including the young generation, pay attention to the nutrition ...