

**June 2016****餐饮娱乐渠道软饮料饮用趋势 - China**

“饮料通常不是一餐当中的主角，但搭配食物一起售卖可以有效提升消费者点购饮料的可能性。配餐概念在酒类和西餐文化中已得到充分的开发，但在中国文化中除了凉茶已成功与火锅搭配外，将其它非酒精饮料与各式中国地方特色菜一起搭配饮用的空间也非常广阔。”

— 杨晴，研究分析师

**May 2016****On-trade Soft Drinks - China**

“Beverages usually are not the centre of a meal, but pairing the beverages with food can effectively increase consumers' likeliness of ordering a drink. Aside from herbal tea brands which have successfully paired themselves with hot pot cuisine, there is still great potential for other non-alcoholic drinks to pair with ...