

# Market Intelligence Digest

Volume 1 Issue No. 10 | June 2019



*The EMB or the Department of Trade and Industry (DTI) is mandated to oversee the development, promotion and monitoring of Philippine exports. The EMB provides the exporters the enabling environment to make them globally competitive.*

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## What's trending in Indonesia's Ready-to-Drink Coffee and Tea (Part 2)

Indonesian consumers' craving for experiences is driving brand interactions and opening up potential for innovation within process, flavor and texture.

### Key innovation trends

Tapping into Mintel Global New Products Database (GNPD), this section identifies and compares new launches in the category, showcasing innovation concepts that you can apply to your next new product.

#### ✓ Driving functionality

Functional benefits in RTD tea and coffee are showing signs of growth, with energizing and health benefits at the forefront of innovation.

#### ✓ Focus on the process

As Indonesian consumers' palettes become more sophisticated, they are demanding higher quality ingredients, as well as paying attention to how their coffee and tea are made.

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## ✓ Flavour innovation

Brands are looking to foodservice for flavor inspiration to take into the RTD tea and coffee market. Innovative ideas for flavor can also be tapped into by exploring new coffee styles consumers have grown accustomed to through cafe culture.

## Driving functionality

There is a rise in the amount of functional food and drink products in the APAC region – as Mintel Trend [Total Wellbeing](#) suggests, consumers are seeking solutions that complement their health in a convenient manner.

Moving forward, brands are being challenged to make improvements to keep up with a combination of modern preferences, including health benefits such as recharging energy, detoxing and even providing beauty benefits.

## Functional – health



### Reduce body heat and sore throats

[Liang Teh Cap Panda Herbal Tea](#) is made with plant extracts and can be consumed by the whole family to help reduce body heat and sore throats.



### Rich with vitamin B3 and B6

[Vit-Amin Tea](#) is loaded with vitamins B3 and B6, which are said to help with energy metabolism, and vitamin C, which helps with the formation and maintenance of collagen.



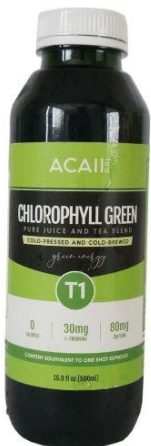
### Relieve heat and ulcers

[Zhenzhu Liang Tea](#) is said to relieve heat and mouth ulcers. The herbal drink can be served warm or cold.

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## Tea blend with chlorophyll



Acai Tea T1 Chlorophyll Green Drink has been relaunched under a new brand and product name, previously known as Acai Elixir Line E1 Chlorophyll Water. Each bottle of this pure juice and tea blend provides green energy and contains 80mg of caffeine, which is said to be equivalent to one shot of espresso.

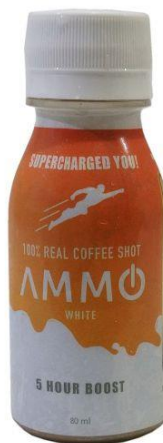
According to the brand, chlorophyll has a chemical structure similar to haemoglobin – a protein in red blood cells that carries oxygen. Consuming more chlorophyll is said to promote a more efficient metabolism and more energy production.

[T1 Chlorophyll Green Drink](#)

## AMMO coffee shot for a five-hour energy boost

Ammo White and Black Coffee Drinks contain a 100% real coffee shot, offer groovy tastes and are said to provide a five-hour boost to recharge and supercharge the body.

They are processed using the 21-hour cold-brew method, which produces coffee with low acidity, making it safe for the stomach.



[White Coffee Drink](#)



[Black Coffee Drink](#)

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## Focus on the process

Indonesia is considered one of the biggest [coffee](#) and [tea](#) producers in the world – with varying quality and abundance of variety for both commodities.

Along with the rise of interest towards specialty coffee and tea, brands should elevate their positioning by communicating processing techniques, thus showcasing a sense of craftsmanship in the product.

### Gambino's Cold Brew Coffee – bottled for your convenience using Indonesian-origin beans

Each product is cold-brewed for 21 hours, processed with the triple-filtration method and made with single-origin arabica coffee beans and mountain mineral water.



**Gambino's Regular Cold Brew**  
[Fruity Coffee](#)



**Gambino's Cold Brew Latte**  
[Swiss Hazelnut Latte](#)



**Gambino's Cold Brew Latte**  
[Dutch Caramel Latte](#)

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## Flavour innovation

The foodservice sector is often looked to for cues or inspiration for the next trend in retail packaged food and drinks.

To heighten interest within the flavour space, brands can explore foodservice trends and flavours and determine how to [incorporate them into RTD coffee and tea for retail](#).

For example, brands can seek inspiration from coffee and tea houses, which communicate coffee and tea origins and processing techniques and styles, such as in Australian's flat white or Indonesia's *kopi tubruk*.

## Inspiration from other countries



### A la Thailand

[Thai Milk Coffee](#) is made with selected ingredients and immediately processed to maintain the authentic taste and quality of Thai milk coffee.



### Aussie-style coffee

[Flat White Latte](#), a specialty-grade cold-brew product, follows a flat white style, which was originally popular in Australia.



### Using Japan's yuzu

[Yuzu Flavoured Tea Drink](#) is fruit tea with yuzu, a popular variety oranges from Japan, which has sour taste and is high in antioxidants.

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## Local flavour inspiration



**The old recipe: vanilla pandan**  
[Vanilla Pandan Tea](#) is free from preservatives and artificial sweeteners, and is said to be made from selected tea leaves combined with vanilla and sweet, fragrant pandan.

**Teh tarik**  
[Milk Tarik Tea](#) is inspired by a popular South East Asian Malay ethnic style of drink – 'tarik' literally means 'pulling', showcasing the signature way of processing the drink.

**'Kopi tubruk'-inspired**  
[Cold Brew Black Coffee](#). 'Tubruk' means 'crushed', which results in a rough texture of the beans and a heavy, bold drink with a roasted almond aroma and rich dark chocolate taste. It is said to be great for a morning kick.

## Using palm and enau sugar to deliver a unique taste

Ray's Bottle of Joe Organic Palm Sugar Cold Brew Coffee and Arenga Latte are both made using palm and enau sugar, which claim to deliver a unique taste and a different kind of sweetness.

[Organic Palm Sugar Cold Brew Coffee](#)

