

Your 2026 Beverage Flavor & Profit Guide

TOP TRENDS & INSIGHTS TO OPTIMIZE
YOUR BEVERAGE PROGRAM



Splenda

JAVA HOUSE

LIQUID
SCIENCE

Optimizing Your Most Important Profit Center

KEY TRENDS IMPACTING BEVERAGES

- **Sugar Reduction** is mainstream. 77% of consumers¹ say they are lowering their sugar intake, shifting to zero-calorie sweeteners. The government's MAHA movement may accelerate the trend in 2026.
- **Cold Brew Coffee** on menus grew 197% since 2022 and will grow another 48% by 2029.²
- **Dirty Sodas** grew on menus by 98% in the past year.²
- **Cold & Iced Coffee** consumption now 31% of all coffee consumed.³
- **Espresso Martinis** grew 249% on menus since 2022 and projected to grow another 45% by 2029.²
- **Energy Drinks** on restaurant menus grew 59% since 2022 and projected to grow another 32% by 2029.²
- **Electrolyte Hydration** beverages now account for 25% of all functional beverage occasions.⁴
- **60% of those who try dirty sodas** instantly 'love or like' them.²
- **65% of Gen Z and Millennials** say they're actively trying to consume more protein



INSIGHTS FOR OPTIMIZATION OF YOUR BEVERAGE PROGRAM

Away from home beverage occasions are growing. According to Technomic, the average consumer purchases 4.4 beverages from a foodservice or retail location each week, up from 3.7 in 2022, connecting your beverage with a snacking occasion.

- Positioning unique beverages such as dirty sodas, cold brew, flavored iced coffee, etc. as a 'snack' broadens beverage sales and boosts slow daypart sales.
- Leverage flavored syrups as an easy beverage LTO to attract 18–34s who love the ability to customize flavor.

Cold Brew coffee's dramatic rise in popularity is both a traffic builder and profit-maker. Selling just 50 Cold Brews a day can deliver \$73,000 in annual revenue for a QSR, \$91,000 for an FSR.⁵

Dirty Sodas delivers 38% higher margins than regular fountain drinks with the addition of 75¢ worth of syrup and cream.⁶

¹IFIC Consumer Study 2024 | ²Datassential 2026 | ³NACS, National Coffee Data Trends, 2025

⁴Glanbia Nutritionals, Hydration Trends Study 2025 | ⁵Figured at 22% COGS, \$3.99 QSR Sell Price, \$4.99 FSR Sell Price X50 per day X365 | ⁶Figured at \$2.49 per regular fountain, vs \$3.74 for Dirty Soda, with 75¢ of syrup and cream

The Market Leader In Zero-Calorie Sweeteners & Beverage Innovation

Splenda® is America's #1 brand of zero-calorie sweeteners! Now with U.S. grown and made Splenda Stevia, the Splenda brand dominates the category in sweeteners, creamers, and syrups. Java House® is the innovation leader in cold brew concentrates, pods and functional beverages. Made by U.S.-owned parent company, Heartland Food Products Group, they offer one-source solutions to optimize away from home beverage and baking programs. There's a flavor, package and format for you.



INNOVATION EXAMPLES:

SPLENDA® OR SPLENDA STEVIA® BULK SWEETENER POWDER FOR BUBBLERS

Unique line of pre-portioned sweetener powders for large-batch zero-calorie iced teas, lemonades, and over fruit-flavored beverages. Deliver consistent sweetness with no mess, and quicker service every time.

SPLENDA® SYRUPS

Splenda Sugar Free Syrups offer a flavorful, zero-calorie way to sweeten coffees, teas, cocktails, and a variety of foods without the sugar. Made with sucralose and available in rich flavors like French Vanilla, these syrups deliver smooth, consistent sweetness while supporting reduced-sugar lifestyles. Perfect for zero-calorie flavored Cold Brew, Iced Coffees, or Dirty Sodas.

JAVA HOUSE® COLD BREW CONCENTRATES & PODS

For quick prep of batches, or single-serve, Cold Brew Coffees for all dayparts without the waste and labor of maintaining traditional hot coffees.

JAVA HOUSE® ESPRESSO MARTINI MIX CONCENTRATES & PODS

Espresso martinis are the fastest-growing cocktails, but brewing and cooling espresso slows service and limits throughput during peak hours. Java House Espresso Martini Mix removes the hassle with a fast, consistent, bar-ready solution, no equipment needed. Just pour what you need and maximize profits without slowing down.

JAVA HOUSE® WRANGLER™ ENERGY DRINK

From cans to Bag-in-Box for bar guns to single-serve peel and pour pods, Java House Wrangler makes it easy to deliver high-demand energy drinks in high-velocity environments.

JAVA HOUSE® LIQUID SCIENCE™

With flexible formats including Bag-in-Box, single-serve peel and pour pods, and cans, Java House Liquid Science enables operators to serve electrolyte hydration that today's health-conscious consumers are seeking.

Winning 2026 Beverage Menu Inspirations



SPLENDA® SALTED CARAMEL ZERO-SUGAR DIRTY SODA

Cola + Splenda® Salted Caramel Syrup + Splenda
Creamer + pinch of Sea Salt

SPLENDA® FRENCH VANILLA CREAM ZERO-SUGAR ICED COFFEE

Java House® Cold Brew Concentrate + Splenda®
French Vanilla Syrup + Cream



SPLENDA® SALTED CARAMEL ZERO-SUGAR ESPRESSO MOCKTAIL

Splenda® Salted Caramel Syrup + Java House®
Espresso Cocktail Concentrate + Unsweetened
cacao extract + pinch of Sea Salt + Oat Milk

SPLENDA® SMOKED HAZELNUT COLD BREW (ZERO CALORIE)

Splenda® Hazelnut Syrup + Splenda French Vanilla
Syrup + Java House® Cold Brew Concentrate +
light cream + ice



JAVA HOUSE® COLD BREW CARAJILLO

Java House® Cold Brew Concentrate + Licor 43®
+ vanilla liqueur + ice



One-Source. Leading Brands. Beverage Innovation.

Leverage the power of America's top brands in beverages and sweeteners to optimize traffic, sales, and margins dedicated to the away from home business.

With a single, reliable source, you can streamline operations, reduce time and labor, cut waste, and accelerate service—all while ensuring consistency and elevating the customer experience.

TABLETOP • BEHIND THE COUNTER • FOUNTAIN • CONCENTRATES • PODS

Review our products and packaging available through
DOT Foods or your broadline distributor.

DOT Item #	GTIN/14 Digit Case UPC	Heartland Item #	Product Description	Units Per Case
SPLENDA® SUCRALOSE				
581166	00722776224137	SP60242000	Splenda® 2,000ct Packets, 1 gram	2000ct
581161	00722776224014	SP82240101	Splenda® 2,000ct Sticks, 1 gram	2000ct
581231	00722776224717	SP82247100	Splenda® 9.7oz Granular	8 / 9.7oz
581219	00722776224410	SP82244100	Splenda® 16oz Canister	12 / 16oz
581224	00722776224533	SP82245300	Splenda® 16oz Pouch	12 / 16oz
581223	00722776224526	SP82245200	Splenda® 6.6oz Pouch	12 / 6.6oz
581229	00722776224588	SP82245800	Splenda® 3.25oz Pouch	24 / 3.25oz
581165	00722776224120	SP82241200	Splenda® 400ct Packets, 1 gram	4 / 400ct
581164	00722776224113	SP82241100	Splenda® 12 / 100ct Packets, 1 gram	12 / 100ct
SPLENDA® STEVIA				
781739	00722776006153	SP82001010	Splenda® Stevia 1,000ct, 1 gram	1,000ct
SPLENDA® BEVERAGE SYRUPS				
770230	107-2277600583-2	SR470H110	Splenda® Vanilla Sugar-Free Syrup	6 / 750ml
770232	107-2277600584-9	SR470H440	Splenda® Salted Caramel Sugar-Free Syrup	6 / 750ml
797177	107-2277600696-9	FGS0100400	Splenda® Brown Sugar Cinnamon Sugar-Free Syrup	6 / 750ml
796985	107-2277600695-2	FGS0100300	Splenda® Hazelnut Sugar-Free Syrup	6 / 750ml
SPLENDA® CREAMERS				
759966	00722776003701	SP10530180	Splenda® French Vanilla Coffee Creamer Cups 180ct	180ct
TBD	00722776005941	SP10530190	Splenda® Sweet Cream Coffee Creamer Cups 180ct	180ct
718479	10722776002497	SP10780320	Splenda® French Vanilla Coffee Creamer- 32oz	6 / 32oz
718480	10722776002510	SP10790320	Splenda® Hazelnut Coffee Creamer- 32oz	6 / 32oz
718481	10722776002879	SP10810320	Splenda® Sweet Cream Coffee Creamer- 32oz	6 / 32oz
761932	20722776005419	SP20252550	Splenda® French Vanilla Coffee Creamer, 8oz, 12 per case	12 / 8oz
761933	20722776005426	SP20252570	Splenda® Sweet Cream Coffee Creamer, 8oz, 12 per case	12 / 8oz
791342	20722776005433	SP20252560	Splenda® Hazelnut Coffee Creamer, 8oz, 12 per case	12 / 8oz
JAVA HOUSE® AUTHENTIC COLD BREWS RTD				
731822	20813314017299	F0909310	Java House® Authentic Cold Brew Colombian Black BIB 1 gallon	2 / 1 gal
731823	20813314017404	FCR09310	Java House® Authentic Cold Brew Espresso Roast BIB 1 gallon	2 / 1 gal
752453	10813314017858	FA10E080	Java House® Authentic Cold Brew Flavored Milk Vanilla Latte 8oz bottle RTD	24 / 8oz
752451	10813314017810	FC109080	Java House® Authentic Cold Brew Colombian Black 8oz bottle RTD Smart Snack Compliant	24 / 8oz
774726	10813314018046	FA10L040	Java House® Authentic Cold Brew Salted Caramel Latte 8oz bottle RTD	12 / 8oz
JAVA HOUSE® AUTHENTIC COLD BREW CONCENTRATE AND PODS				
668948	10813314016073	FC309322	Java House® Authentic Cold Brew Colombian Black 4:1 Concentrate 32oz Smart Snack Compliant	6 / 32oz
776133	10813314018091	FC309200	Java House® Authentic Cold Brew Colombian Black Decaf 4:1 Concentrate 32oz Smart Snack Compliant	6 / 32oz
682933	10813314016738	FC309361	Java House® Authentic Cold Brew Colombian Black Pods - 6ct	6 / 6ct
797611	10813314016721	FC309352	Java House® Authentic Cold Brew Colombian Black Pods -12ct	12 / 4ct
682936	10813314016776	FC809361	Java House® Authentic Cold Brew Sumatran Pods - 6ct	6 / 6ct
TBD	10813314016769	FC809352	Java House® Authentic Cold Brew Sumatran Pods - 12ct	12 / 4ct
682937	10813314016790	FCC09360	Java House® Authentic Cold Brew Colombian Black Decaf Pods - 6ct	6 / 6ct
TBD	10813314 016783	FCC09351	Java House® Authentic Cold Brew Colombian Black Decaf Pods - 12ct	12 / 4ct
797610	10813314018244	FC900L30	Java House® Peel & Pour Salted Caramel Latte Pods - 12ct	12 / 4ct
797607	10813314018282	FC900E10	Java House® Wrangler Energy Pods - 12ct	12 / 4ct
797595	10813314018305	FC900HC0	Java House® Chocky's Hot Chocolate Pods - 12ct	12 / 4ct
797608	10813314018275	FC900T70	Java House® Ted's Tea White Peach Pods - 12ct	12 / 4ct
797606	10813314018299	FC900E30	Java House® Liquid Science Arctic Freeze Hydration Pods - 12ct	12 / 4ct
797609	10813314018268	FC900T60	Promise® Hibiscus Lightly Sweet Tea Pods - 12ct	12 / 4ct
806964	10813314018251	FC900T30	Promise® Mango Black Tea Pods - 12ct	12 / 4ct
TBD	10813314018237	FC900L20	Java House® Vanilla Latte Pods - 12ct	12 / 4ct
TBD	10813314 018244	FC900L30	Java House® Salted Caramel Cold Brew Pods - 12ct	12 / 4ct
TBD	10813314018398	FC900T40	Promise Real Brewed Green Tea Pods - 12ct	12 / 4ct
TBD	10813314018404	FC900T50	Promise Real Brewed Black Tea Pods - 12ct	12 / 4ct
TBD	10813314018411	FC900E20	Liquid Science Hydration Orange Pods - 12ct	12 / 4ct
JAVA HOUSE® AUTHENTIC COLD BREW ESPRESSO MARTINI MIX AND PODS				
781215	10813314018206	FC309210	Java House® Espresso Cocktail Mix	6 / 32oz
776645	10813314018176	FC909300	Java House® Cold Brew Espresso Martini Mix Pods	6 / 6ct
LONE TREE® COFFEE AND PODS				
793102	10813314018473	F090LT10	Lone Tree® Daily Delight 20:1 BIB, 0.5 gallon	2 / 0.5gal
793101	10813314018480	F090LT20	Lone Tree® Decaf Daily Delight 20:1 BIB, 0.5 gallon	2 / 0.5gal
797740	10813314018213	FC900H10	Lone Tree® Daily Delight Coffee Pods - 12ct	12 / 4ct
TBD	10813314018220	FC900H50	LoneTree® Original Blend Pods - 12ct	12 / 4ct
TBD	10813314018367	FC900H40	Lone Tree® Medium Roast Decaf Blend Pods - 12ct	12 / 4ct

**CONTACT YOUR DOT FOODS REPRESENTATIVE TO ORDER THESE EXCEPTIONAL PRODUCTS,
OR CONTACT HEARTLAND FPG AT [HEARTLANDFPG.COM/CONTACT-US/](https://heartlandfpg.com/contact-us/)**

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