Vibrant™ Beverage

Refreshers

The fastest way to capture today's fastest-growing beverage occasion.

Refreshers are projected to grow 180% over the next four years.

Consumers are looking for beverages that do more—bold flavor, vibrant color, personalization and functional benefits that turn an everyday drink into an experience. Operators who move now have the opportunity to capture one of foodservice's fastest-growing beverage occasions.





Why Refreshers?

73% of consumers *say flavor is the #1 factor when choosing a refresher.*[1]

43% ***of consumers*** *actively seek functional ingredients like B-vitamins and antioxidants.*[1]

Create Craveable Experiences

Bold flavors and functional benefits transform beverages into destination menu items.

Keep Guests Coming Back

Seasonal flavors, customizable builds and limited-time offerings create reasons to visit again.

Simple to Execute

One beverage platform. Unlimited menu innovation.

DOWNLOAD OUR TREND REPORT



Source: 1) Datassential, Refreshers and Functioanl Beverages, Jan 2025

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Start Building Today

Explore trend-inspired refresher concepts with our interactive Beverage Generator.

Experiment with flavors, functional benefits and beverage bases to spark your next menu innovation.

GET INSPIRED

Ready to Take it Further?

Then, bring your ideas to life.

Work side-by-side with our beverage experts to refine concepts, taste prototypes and accelerate commercialization. Together, we'll transform inspiration into scalable beverage solutions.

Experience your next menu innovation before it reaches the market.

Why Choose Vibrant?

Superior Taste Every great beverage starts with flavor. Vibrant Beverage helps operators create bold, balanced refreshers consumers crave—delivering a premium drinking experience that keeps them coming back.

Trend-Informed Innovation We translate emerging consumer trends into commercially viable beverage platforms—helping you launch differentiated refreshers faster.

End-to-End Beverage Development From concept development and formulation to scale-up and commercialization, our beverage experts help bring ideas to market with speed and confidence.

Operational Flexibility Available in Bag-in-Box and hand mix bottle formats to reduce labor, simplify preparation and ensure consistent execution across every location.

Built to Scale Whether you're operating 50 locations or 5,000, our manufacturing network delivers reliable supply and consistent quality[1].

Beverage Expertise From trend discovery and flavor development to finished beverages, our team works alongside yours to build differentiated beverage programs that drive traffic, increase check averages and simplify execution.

Build the Beverage Program They'll Come Back For.

Whether you're developing your next signature beverage, launching a seasonal LTO, or expanding your beverage platform, Vibrant Beverage helps you bring trend-forward refreshers to market—faster.

From flavor development to finished beverages, we're ready when you are.



[1]Must meet MOQ requirement for custom product development.

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