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Beyond the Brew: Coffee & Tea Are Redefining Experiential Beverages

Mumbai, 14 May 2025: Coffee and tea are no longer just morning staples—they've become immersive experiences and powerful lifestyle statements. As consumer preferences evolve, cafés and beverage brands are blending flavor, artistry, and visual storytelling to create share-worthy, sensory-rich moments.

Experiential Consumption Driving Beverage Innovation

In an era where presentation and personalization shape consumer choices, coffee and tea are evolving far beyond traditional formats. Today's consumers - especially **Gen Z and millennials**—are drawn to beverages that combine **premium quality with visual appeal and immersive storytelling**. Driven by this demand, brands are focusing on innovative formats, artistic presentation, and elevated ingredient profiles. From vibrant tea lattes and color-changing infusions to functional cold brews and nitrogen-charged coffee, the experience of drinking is becoming as important as the beverage itself. According to World Coffee Portal, **40% of global consumers under 35** actively seek unique and visually engaging coffee and tea products. This shift is driving rapid innovation across **ready-to-drink (RTD), single-serve, and foodservice beverage categories**, particularly in high-growth markets like Asia-Pacific.

The Age of Instagrammable Beverages

From gradient lattes to glittery matcha, beverage presentation has entered a new era of creativity. Social media trends are shaping product design, leading to the rise of colorful, photogenic drinks that not only taste good but look spectacular. Recent top trending concepts include - Color-changing butterfly pea tea, Galaxy and unicorn-themed lattes, Edible flower garnishes and gold-leaf accents, Cloud cappuccinos and nitrogen-infused cold brews etc. A 2023 report by Statista revealed that **over 40% of Gen Z and Millennial consumers** in urban India and Southeast Asia consider a beverage's "Instagrammability" before making a purchase - driving cafés to rethink both menu design and presentation.

Anuga Select India: Brewing Innovation in Coffee and Tea

As consumers increasingly seek beverages that offer both quality and character, Anuga Select India 2025 will spotlight cutting-edge trends in coffee and tea products. From origin-driven blends and functional infusions to sustainable packaging and novel formats, the event will showcase innovations that meet evolving market demands.

Anuga Select India 2025
anuga-india.com

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Tailored for retailers, importers, distributors, and product developers, the exhibition will present a curated selection of premium ingredients, unique flavor profiles, and next-gen beverage concepts. With global exhibitors unveiling their latest launches, Anuga Select India offers a comprehensive view into what's next in the world of coffee and tea—where functionality, storytelling, and sensory appeal drive consumer choices.

Join Us at Anuga Select India 2025

Anuga Select India is the premier trade event for the food and beverage industry, showcasing cutting-edge trends and innovations across diverse sectors, including bakery, beverages, and gourmet foods. It serves as a strategic platform for global businesses to collaborate, exchange ideas, and shape the future of food.

Koelnmesse - industry trade fairs for the food and beverage sector: Koelnmesse is an international leader in organising trade fairs in the food and beverage segment. Events such as Anuga and ISM are established, world-leading trade fairs, hosted in Cologne/Germany. In addition to the events at its Cologne headquarters, Koelnmesse also stages numerous food trade fairs with different sector-specific areas of focus and content in further key markets across the world, including Brazil, China, India, Japan, Columbia, Thailand and the United Arab Emirates. These global activities enable Koelnmesse to offer its customers bespoke events and leading regional trade fairs in a variety of markets, thus creating the foundation for sustainable international business. Koelnmesse is also ideally positioned in the field of food technology with its leading international trade fairs Anuga FoodTec and ProSweets Cologne and its global network of satellite events.

Further information: <https://anuga-india.com/>

The next events:

THAIFEX – Anuga Asia - Food and beverage trade fair in Asia
Bangkok, 27.05.-31.05.2025

Anuga - The world's largest trade fair for food and beverages industry
Cologne, 04.-08.10.2025

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