

Your innovation  
didn't fail, you  
just can't see it

Quirks Dallas 2026



# Welcome!



Shadi Bakir



Abby Kerbuski



Dig Insights unite strategy, human understanding, and technology to help brands move decisively in a world that won't wait.



Social insights. Agile testing. One platform.



# We wanted to understand the impact of new menu innovation.

3 waves of innovation tracking  
in 6 weeks

15 products tested

3 benchmarks



Protein Matcha Latte



Iced Caramel Macchiato



Berry Moonlight Daydream Refresher



Popping Tropic Refresher



Iced Dubai Chocolate Matcha



Pistachio Beverages



Pistachio Beverage

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STA

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Protein Refreshers



Iced Protein Chai Latte



Iced Protein Matcha Latte



Iced Caramel Macchiato



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Popping Tropic Refresher



STA

# Matcha – so hot right now.

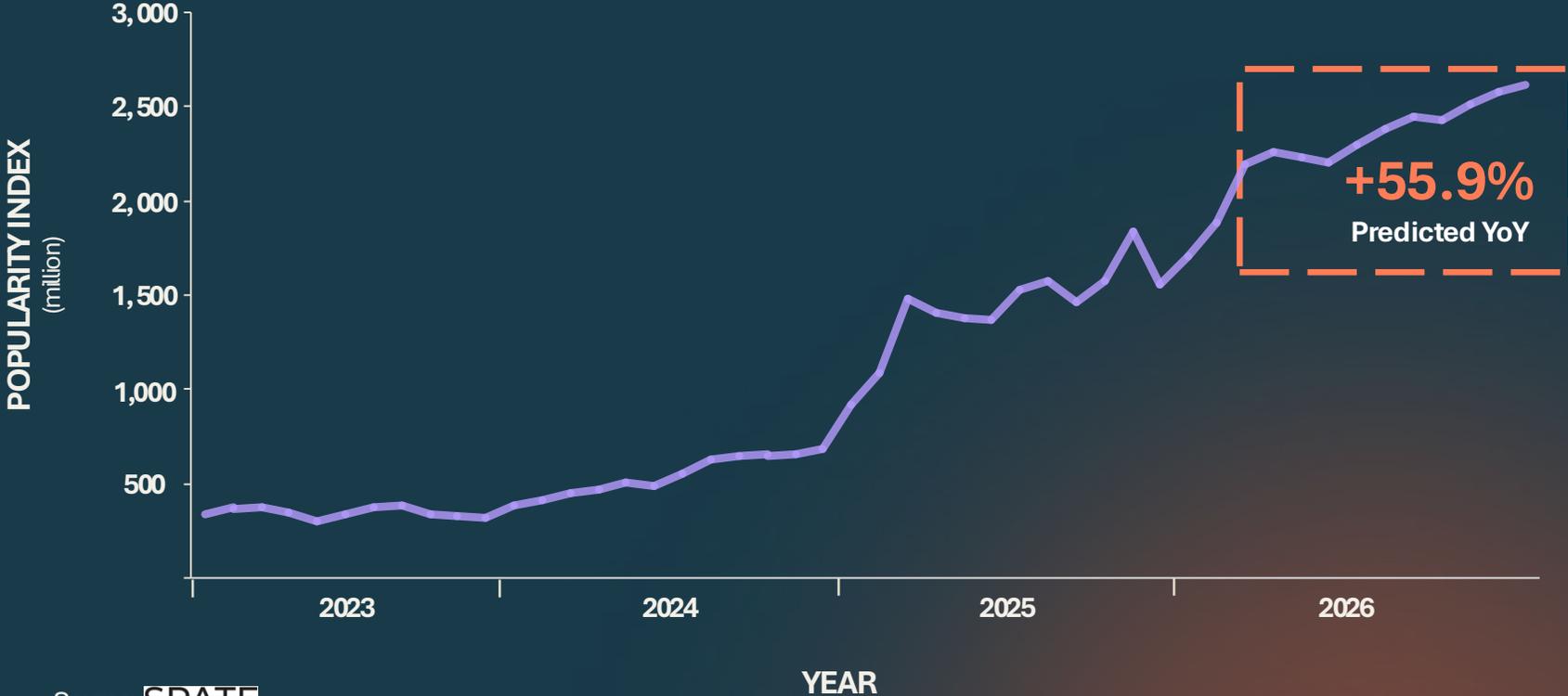
**+154%**

YoY

**+56%**

Predicted YoY

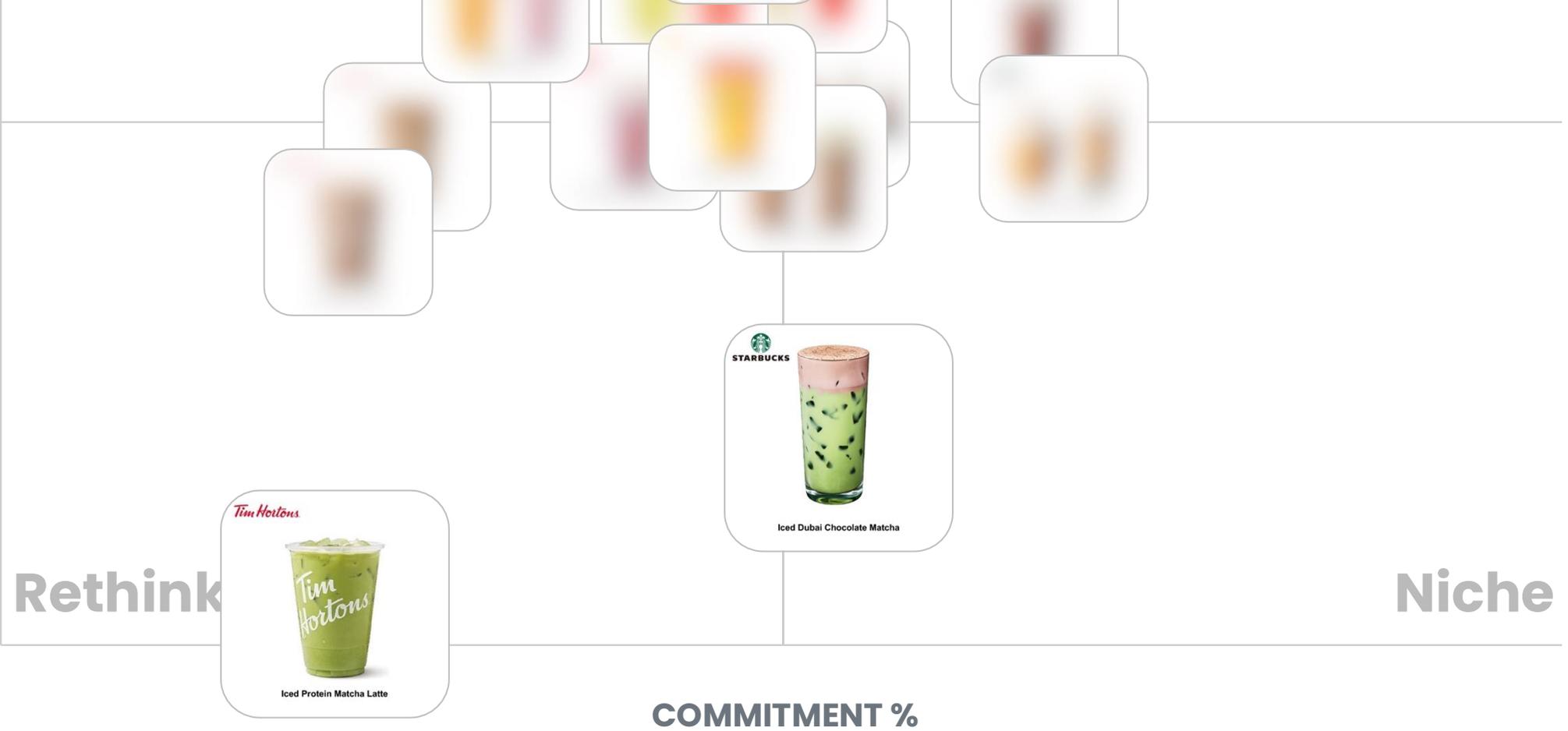
## COMBINED POPULARITY PREDICTION



Source: SPATE

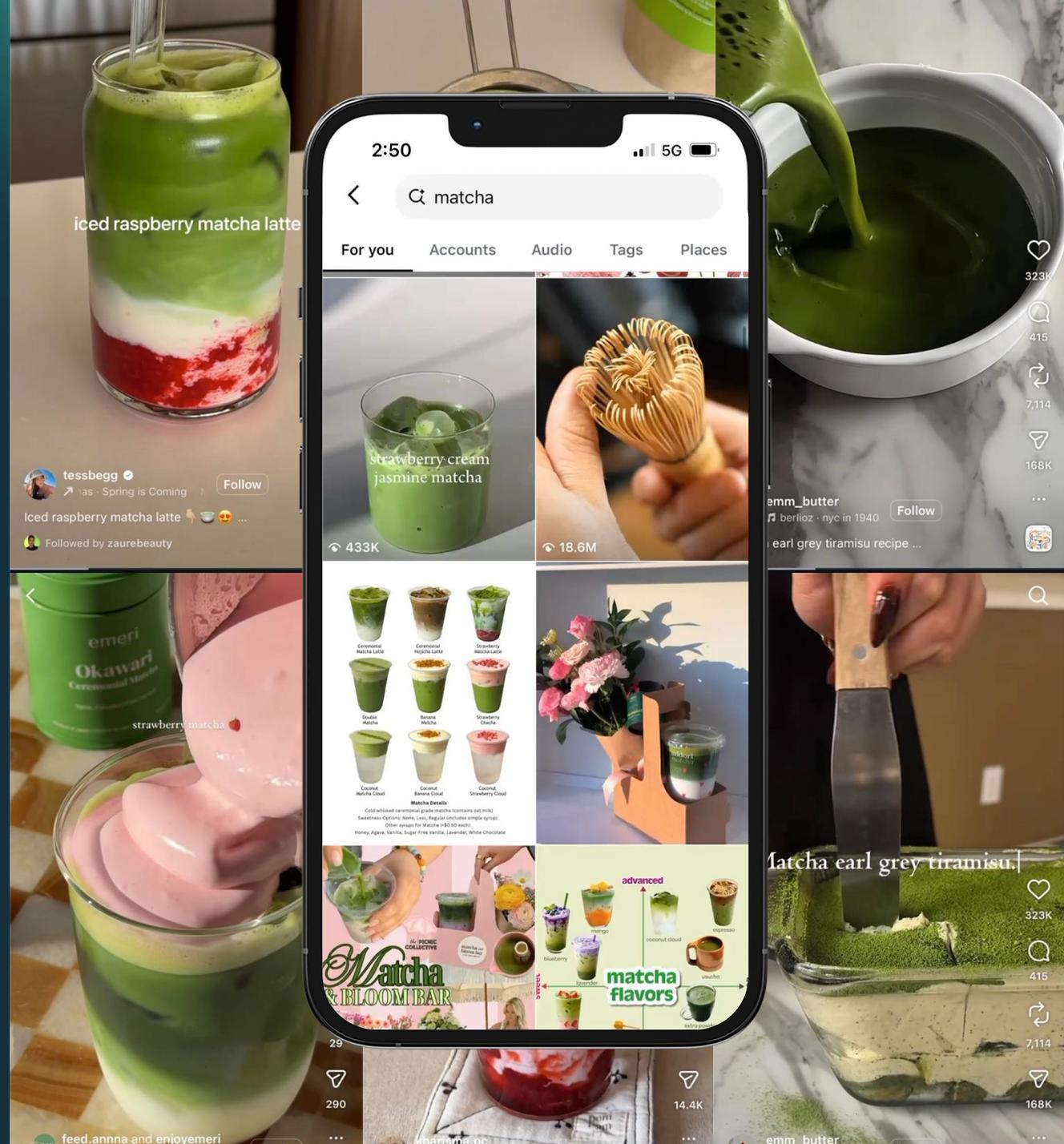


TOTAL INTEREST



But it didn't perform  
the way we thought.

#matcha surpassed  
23 BILLION  
views on TikTok in 2025.



# Ask a question, get a comprehensive report.

## Fast Food and Coffee Shops Leading Innovation in Caffeinated Beverages

Created on: Mar 2, 2026

5 Sources 89 Posts 2464 comments

Sources

Report Details

In the caffeinated beverages space, several fast food restaurants, beverage shops, and coffee chains are recognized for their innovative approaches. Starbucks remains a dominant force, praised for its extensive menu, customizable drinks, and commitment to nutritional transparency, which continues to attract a wide range of consumers [63](#). Dutch Bros is gaining popularity beyond its Pacific Northwest origins, known for its vibrant customer service and highly customizable, sweet drinks that appeal to younger demographics [28](#).

Taco Bell is making strategic moves into the beverage market with its Live Más Café concept, offering specialty coffees and energy drinks, reflecting a broader trend towards diversifying product lines in fast food [73](#). Meanwhile, 7 Brew is rapidly expanding with a drive-thru model and innovative drinks, generating excitement as it enters new markets [19](#).

Smaller, independent coffee shops are also making waves with unique offerings. Imperfect Coffee in Altrincham is noted for its precision brewing and innovative drinks like espresso tonic with yuzu, blending cultural influences to create extraordinary beverages [45](#). Swig has popularized the "dirty soda" trend, infusing traditional sodas with flavored syrups and creams, revitalizing interest in the beverage category [29](#).

These brands and shops exemplify the ongoing innovation in the caffeinated beverages market, driven by a focus on customization, creative flavor combinations, and consumer engagement. They highlight a shift towards more personalized and diverse beverage experiences, catering to evolving consumer tastes and preferences [73](#).

FACEBOOK



super excited for orange i love 7 brew we have some over here... big things happening 🍊

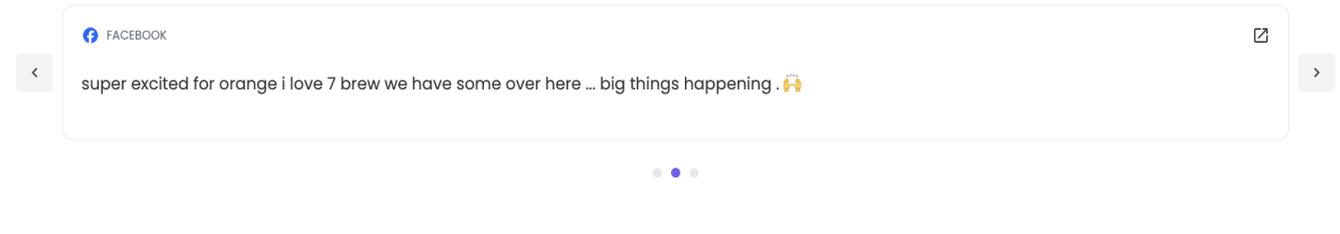


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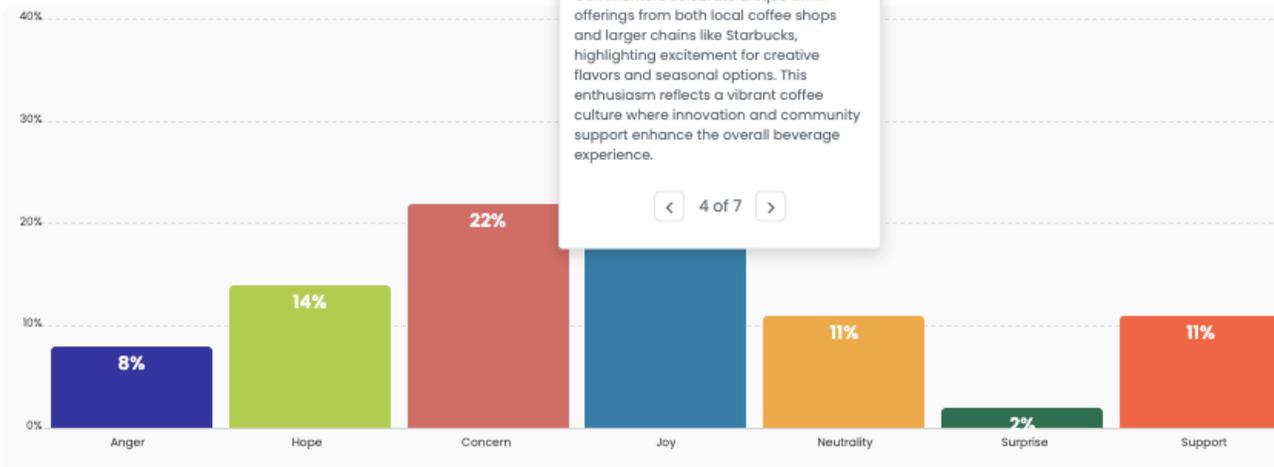
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### Key Trends

March 2, 2025 - March 2, 2026

Topic **Emotion** Sentiment Sentiment by Topic



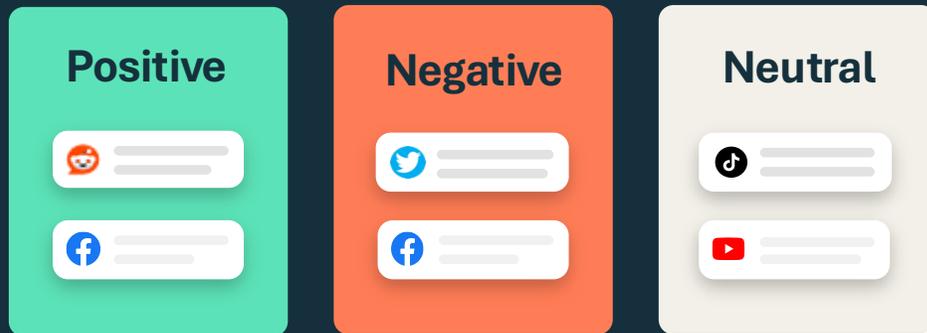
#### 33% express joy and enthusiasm for innovative beverage options in the caffeinated beverage space

Many users celebrate the creativity and unique offerings from local coffee shops and emerging chains like Dutch Bros and 7 Brew, highlighting their community-focused experiences. The trend of 'dirty sodas' and other innovative drinks showcases a growing demand for diverse and exciting beverage choices that resonate with consumers.

# In a matter of minutes, OneCliq answered the *why*.

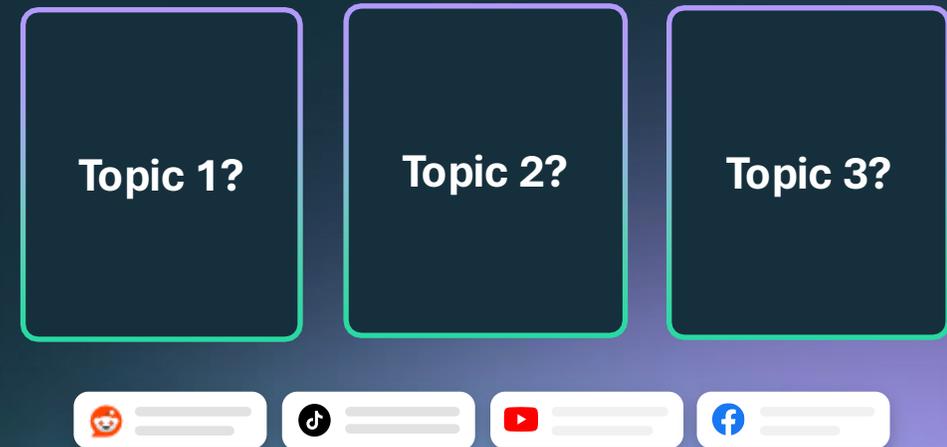
## Supervised Classification

“labels of category are known”

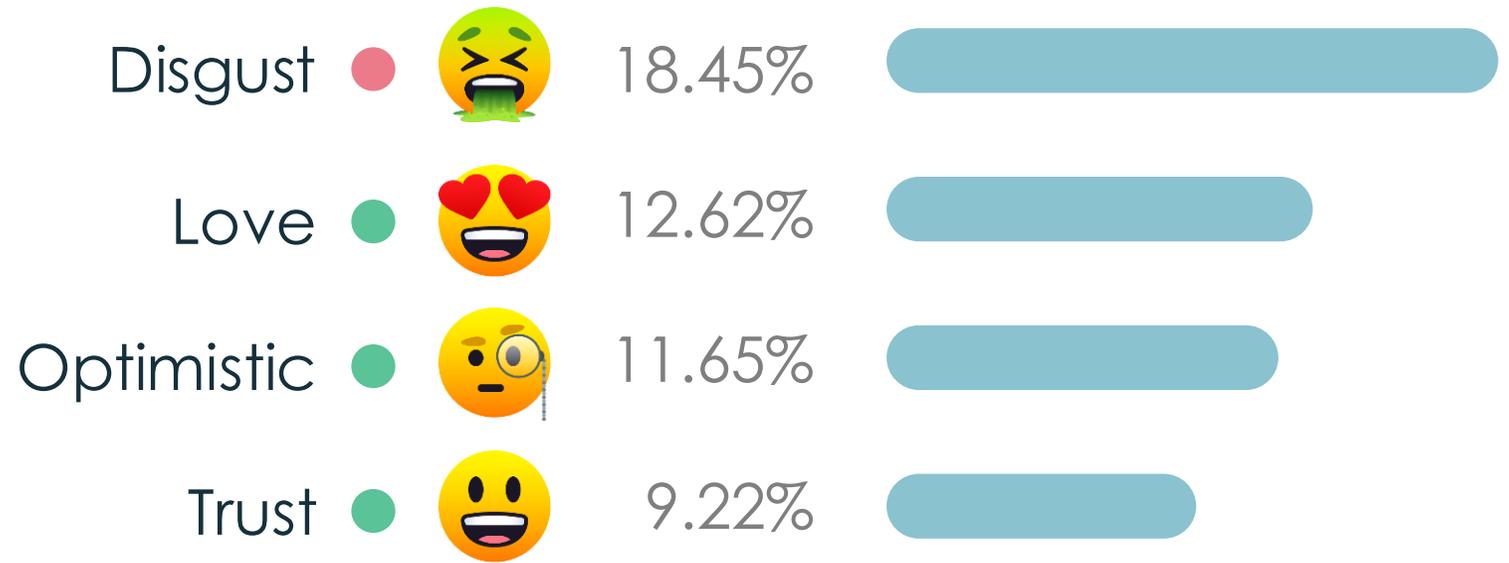


## Unsupervised Classification

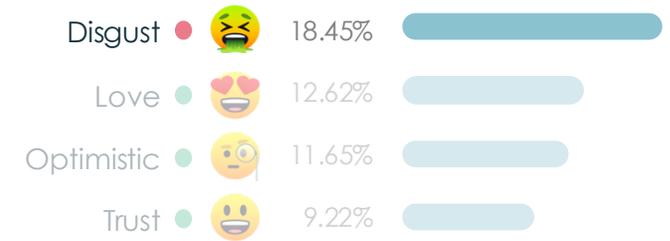
“labels of category are unknown”



# Matcha is a polarizing flavor profile.



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## Negative

Onecliq: *“Public opinion on matcha as a flavor in drinks is highly polarized, with descriptions often highlighting its earthy, grassy, and sometimes bitter taste [...] while others find it reminiscent of grass or dirt, making it an acquired taste*

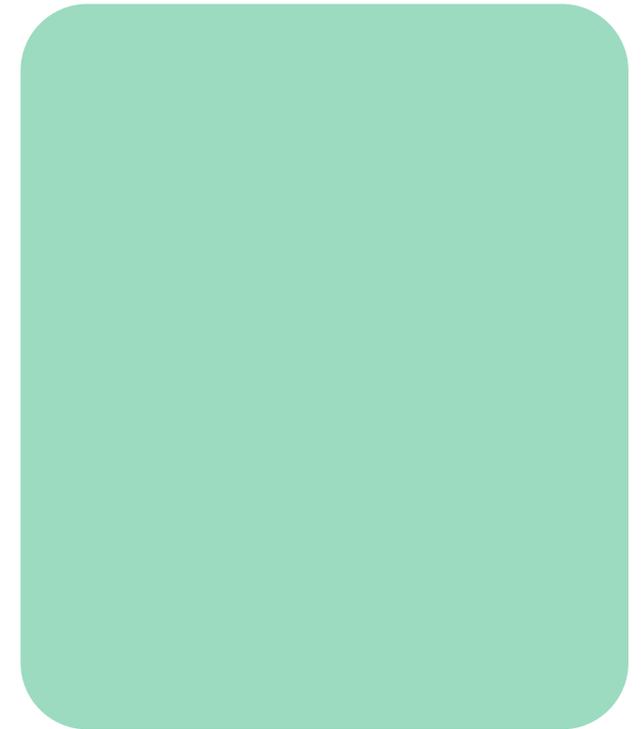
I believe matcha is an acquired taste, some people say it tastes like dirt.



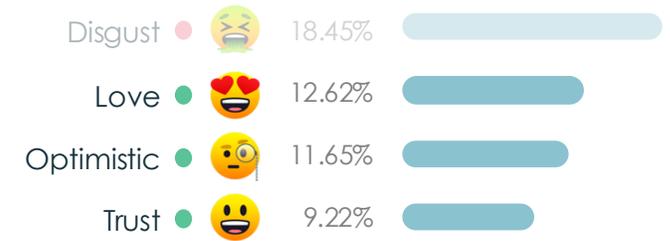
matcha is a tricky tea for me as some spots gets to perfect and it tastes good and refreshing while other spots it's like they took the lawn clippings from 2 days ago and ground up to a fine powder



I genuinely don't get what all the hype is with matcha drinks, it's DISGUSTING 🤢



# Matcha is a polarizing flavor profile.



## Positive

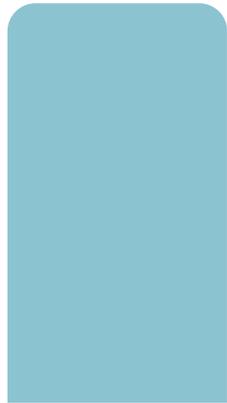
Onecliq: *This distinct flavor profile is appreciated by some for its authenticity and complexity [...] Despite this divide, matcha's popularity continues to rise, driven by its vibrant green color, perceived health benefits, and versatility in beverages”*

I like the grassy taste. When its a good grade and well prepared it can also be creamy, and I like that. I usually make mine as a latte.



I honestly really like it. It also gives me a less intense, more sustained stimulant effect. Some people hate coffee (not me, just saying tastes differ).





Iced Protein  
Matcha Latte



Iced Dubai  
Chocolate  
Matcha



Iced Protein Matcha Latte



Iced Dubai Chocolate Matcha

Creative flavor combos  
drive interest *and*  
appeal for matcha.

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Functional benefits of this matcha offering didn't appeal to consumers for reasons that OneCliq illuminated.

FACEBOOK

while i love protein options, this whole protein line seems like a flop. i've seen nothing but horrible reviews and people's drinks turning into oatmeal.



**BUUAHAHAHA** · 4mo ago

It's good for those who are used to drinking store brought protein while I'm sure those who don't drink protein drinks think it's gross. With that said, get it in a cold drink because as someone who drinks protein shakes consistently, it tastes weird in a hot drink.

14

# Creative flavor combos drive interest *and* appeal for matcha.

Indulgence and treat-aligned offering  
performed as a niche option.

 TIKTOK

it might be the best matcha i've ever had... i also love guava it's my dream flavor

 REDDIT

a cafe near me makes lavender pistachio matcha lattes and it's the best drink i've ever had.



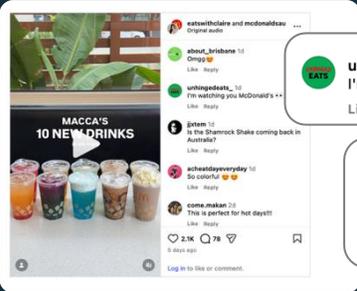
Even if innovations don't have broad appeal, they still drive buzz.



@AJ-sz4su 4 years ago  
Omg I would live for a mango pineapple flavor frap!!!! Love the creativity that Japan Starbucks has ❤️❤️❤️

@kimmies007 4 years ago  
That's such an awesome concept Starbucks did there! I wish they would do something in the states like that! I don't drink frappuccinos very often but I'd drive to neighboring states just to try out state themed drinks.

### McDonalds

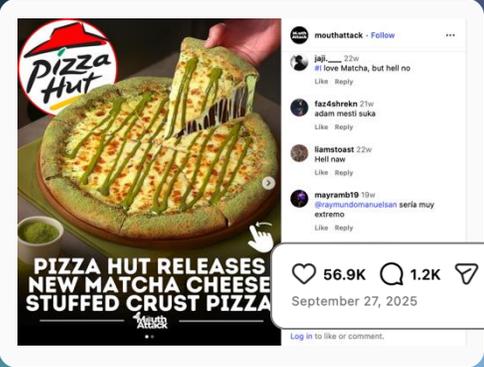


unhingedeats\_1d  
I'm watching you McDonald's 🙄

allie.casper 12w  
i'm hoping this leads way for them to bring more shaker fry options to the US 😊 i liked them! very fun

lovelyy.tokki 25w  
Are any of these in FL? I need to try them

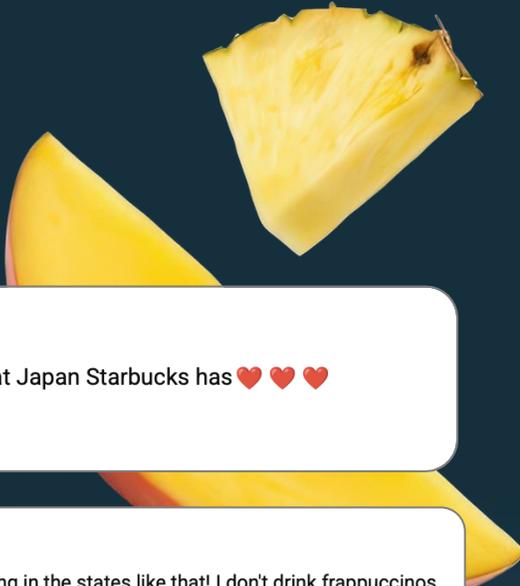
### Pizza Hut



56.9K 1.2K  
September 27, 2025

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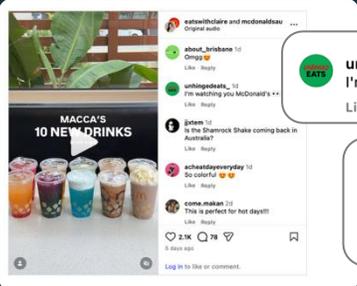


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👍 1 🗨️  Reply

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Like Reply

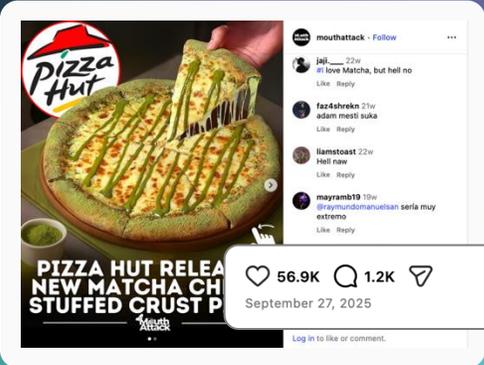
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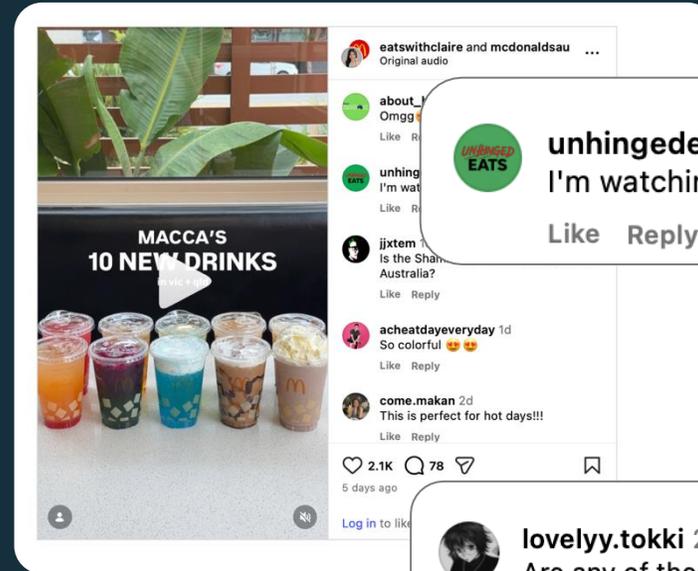
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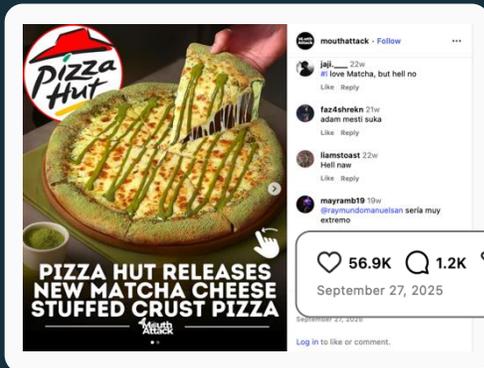


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# Pizza Hut

**PIZZA HUT RELEASES NEW MATCHA CHEESE STUFFED CRUST PIZZA**

56.9K 1.2K

September 27, 2025

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# So, why add a social insights layer?

01

Expose the consumer dynamics at play within a whitespace.

02

Explain the 'why' behind quant data.

03

Inspire renovations or re-positionings for menu innovation.



How are OneCliq insights different from what you have access to through social listening?



How do you expect innovation tracking to evolve over the next few years?



How might you apply OneCliq's capabilities to your existing menu innovation assessment at McDonald's?



What would your recommendation be to the audience on how to start incorporating social insight into their practice?



Where else do you see this kind of context becoming useful beyond menu innovation?

# Q&A

# Thank you!

Come grab a matcha at our booth!

