

Grounds for Discussion

Q4 2025

Welcome to **Grounds for Discussion**, the TreeHouse Foods quarterly newsletter designed to keep you, our loyal customer, in the loop about everything coffee! Whether you're a seasoned coffee aficionado or just starting your journey, there's something here for everyone. So, grab a cup of your favorite TreeHouse Foods brew, get comfortable, and enjoy the read!

TreeHouse Foods Happenings

That's a Wrap!

As we close out the year, we're wrapping up a significant project at our Northlake facility—one that will unlock additional capacity and improve overall efficiency in our plant. This milestone has been a long time coming, reflecting our ongoing commitment to investing in both our people and our facility.

For more information, please reach out to your Coffee Sales lead.



TreeHouse Foods attends PLMA

This past month, members of our Coffee Sales and Business Unit teams attended the Private Label Manufacturing Association Convention. The event provided an excellent opportunity to meet with current and prospective clients, engage with suppliers, and explore booths showcasing the latest innovations and trends in the industry.

Check out highlights from the show: [PLMA Live!](#)

In addition, watch the video interview with Lidl's CEO, Joel Rampoldt: [US CEO-Joel-Rampoldt-exclusive-interview](#)

Next up, our team will be attending FMI in January. If you plan to be there, reach out to your TreeHouse Foods representative to set up a meeting time.

FLAVOR CORNER

'Tis the Season for Peppermint Mocha

As the days grow shorter and the temperature drops, a familiar flavor combo starts popping up in coffee shops and on store shelves: Peppermint Mocha. This duo isn't just a delightful coffee drink, but a seasonal ritual that signals the beginning of the holiday season.

Peppermint and chocolate have long been a popular pairing, but it wasn't until coffee shops introduced the peppermint mocha that it became a winter icon — nostalgia in a cup, where comfort meets freshness. While most winter flavors tend to be heavy and spiced, this drink offers a unique balance of cozy and invigorating. The combination of rich, indulgent chocolate with refreshing peppermint delivered a sweet but uplifting treat.

Although it's best known in coffee, peppermint mocha has expanded into other edible treats like cookies, cupcakes, and ice cream. Its limited availability during the holiday season makes it even more special and truly transports people to a special place and time filled with warm memories.

As we settle into the colder months ahead, help make the season feel a little warmer — and a little sweeter — with a peppermint mocha drink.



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THE DRIP

Coffee: A Generational View

Fifty years ago, coffee was a simple, at-home utility drink. Today, it's a lifestyle ritual — crafted at home or purchased at local shops. Its evolution from percolators to iced shaken espressos reflects shifting generational tastes.

Gen Z (18–26): Prefer cold, sweet, flavored coffee. They lean toward indulgent drinks but also prioritize sustainability and ethical sourcing; 61% are more likely to buy certified organic coffee.

Millennials (27–42): Heavy coffee consumers who enjoy both hot and cold specialty drinks. They like indulgent add-ins and care about freshness and quality. They also value coffee's functional benefits: 64% say it boosts physical endurance.

Gen X (43–59): Drink a mix of specialty and traditional coffee, mostly hot. Coffee is tied to productivity and routine; 72% say it helps them get things done. They value flavor and quality but care less about certifications.

Boomers (60+): Prefer hot, home-brewed coffee and rarely add sweeteners (often artificial if they do). They focus on roast level and freshness — 63% prefer freshly roasted coffee — and are largely uninterested in sustainability claims.

*SOURCE: National Coffee Association, Generational Coffee Trends Report, Nov 2025



Grounded in Costs

What a year 2025 has been. Volatility in coffee prices, combined with the whirlwind impact of tariffs, has affected everyone across the value chain, from growers and roasters to the end consumer. As of September, roasted coffee sold in grocery retail cost approximately 41% more than it did a year prior.

With the administration rolling back tariffs, relief for consumers is on the horizon. However, that relief will take time to materialize, as retail pricing typically lags changes in wholesale costs. The question remains: have the events of 2025 permanently altered the coffee landscape?

According to a Citigroup survey of 1,900 coffee consumers worldwide, rising prices have already led 37% of consumers to brew more coffee at home, with an additional 66% of the remaining respondents expecting to do so within the next year. This shift signals meaningful opportunity for the grocery channel — and even more so for Private Brands.

+26% *September C-market increase* **-8%** *December C-market decrease*

Looking ahead to 2026, we expect price volatility to persist as short-term supply chain depletion collides with improving outlooks for future crops. Speculative funds have entered, and remain, in the coffee market, driven by elevated price levels. In the near term, maintaining modest forward coverage remains a prudent strategy, particularly given potential weather or macroeconomic disruptions. Over the medium term, however, supply-and-demand fundamentals suggest patience, with opportunities to secure additional forward coverage at lower price levels.

Please see our supplemental December 2025 Coffee Market Report for further details and information.

SOURCE: CNBC, ICE C-Market: 3/31: \$3.79, 6/30: \$2.95, 9/25: \$3.71, 12/19: \$3.41