

Gen Z Drink Wars: Custom Beverages Redefining F&B with PMG Engineering

Chains like Starbucks, Taco Bell, KFC & McDonald's are battling in the "drink wars."

{Source: Gen Z Is Driving the Fast Food Beverage Wars, Demand for Custom Drinks - Business Insider}



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Proposed updates to:

- Drinks are designed to be social-media-friendly (slushies, popping boba, Dirty Sodas).
- Customization = engagement → higher brand loyalty.
- Gen Z wants fun + shareability, not just taste.



What This Means for Industry

- Wider compliance requirements across beverage & dairy sectors
- Improved traceability & testing infrastructure
- Streamlined imports & better alignment with global trade
- Opportunity for stakeholders to influence evolving standards



What's the Impact?

- Expect more co-branded limited-edition drinks.
- Rise of DIY drink stations in quick-service chains.
- Opportunity for local brands to innovate visually.



How PMG support you with this initiative !

- Seamless Factory Integration – Upgrade existing facilities with new equipment to meet evolving trends, without disrupting current operations.
- Process Optimization – Drive cost efficiency, consistency, and agility to adopt new beverage trends quickly.
- Innovative Plant & Process Design – Customized setups for Scalable & trend-ready setups
- Sustainability First – Integrating future-ready solutions.



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