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Restaurant Chain Beverages: Seasonably Cool

As the temperature climbs, beverages go light and cool at restaurant chains of all stripes.

By David Farkas, Senior Editor -- Chain Leader, April 28, 2009

As seasons change, so do menus. When it comes to beverages, the emphasis this spring and summer is light, fresh and fruity. We grilled five restaurant companies about their warm weather offerings.

Watermelon Margarita

Concept: [LongHorn Steakhouse](#)

Headquarters: Orlando, Fla.

Units: 320

Ingredients: blue agave tequila, watermelon-flavored vodka, watermelon syrup, sweet-and-sour mix and sugar on the rim

Size: 7 ounces

Price tag: \$7.99

Seasonal rationale: LongHorn introduced this popular drink, its first flavored margarita, three years ago as a spring-summer promotional beverage, shaken and served tableside. Two years ago it was added to the core beverage menu. Today, it's promoted in spring as a fun, refreshing drink.



Heavenly Foam Mint-Strawberry Margarita

Concept: [Morton's, The Steakhouse](#)

Headquarters:

Chicago

Units: 84

Ingredients: tequila, orange-flavored liqueur, agave nectar, fresh lime juice, mint sprigs and fresh strawberries with a foam of raspberry puree, egg whites and lemon juice

Size: 14 ounces

Price tag: \$14

Seasonal rationale: Summery drink with fresh fruit

Dessert Champagne Cocktail

Concept: [Social City Dinner Club](#)

Headquarters: Metairie, La.

Units: 1

Ingredients: champagne, coconut, and peach or raspberry sorbet

Size: 7.5 ounces

Price tag: \$11.99

Seasonal rationale: "It's light, cool and refreshing," says Bob Meyer, lounge division president for parent company [Al Copeland Enterprises](#).



Iceberg

Concept: [Carvel](#)

Headquarters: Atlanta

Units: 2,200

Ingredients: signature vanilla ice cream with orange soda, root beer or cola



Size: 12, 16 or 24 ounces

Price tag: \$2.79, \$4.79, \$5.79

Seasonal rationale: Increased popularity of frozen beverages and growing desire for more portable items rather than ice-cream treats, says Stan Dorsey, vice president of R&D for parent company Focus Brands.

Mug-A-Rita

Concept: Quaker Steak & Lube

Headquarters: Sharon, Pa.

Units: 31

Ingredients: tequila, salt, lime juice, tequila mix, and black-raspberry-or honeydew-flavored liqueur

Size: 22 ounces

Price tag: \$7.99

Seasonal rationale: "The Mug-a-Rita is part of our summer Chillin' and Grillin' promotion," explains Katy Malaniak, senior director of culinary. "It will be



promoted in an insert on the back of the menu."



Black Cherry Cooler

Concept: Culver's ButterBurgers & Frozen Custard

Headquarters: Prairie du Sac, Wis.

Units: 370

Ingredients: concentrated natural flavors, fruit puree and frozen Lemon Ice

Size: 12 ounces

Price tag: \$2.19

Seasonal rationale: "We built on the heritage founder Craig Culver created with Lemon Ice. We took that piece and evolved it into the Cooler lineup; last year was bringing in Mango and Pomegranate Coolers, and this year, the great taste of black cherry," says Director of Research and Development and Executive Chef Jim Doak.

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