



For too long, plant-based coffee drinkers have been paying the price—literally. Most coffee shops still charge extra for plant-based milks, making sustainable, animal-friendly, and allergen-conscious choices less accessible and continuing to position dairy as the default. It's time to stir things up.

By removing this surcharge, coffee shops can show that sustainability and inclusivity are values they truly support—without punishing customers for doing the right thing. Let's brew a future where every choice is equally welcoming.

CHAINS LEADING THE WAY

These coffee chains have removed the plant-based milk surcharge, with some even making non-dairy milk the default option.



PERK UP YOUR PROFITS: DROPPING THE SURCHARGE IS SMART BUSINESS



Brew Consumer Loyalty

Younger consumers, especially [Gen Z](#), are fueling the demand for plant-based options. One-third of them grab five or more drinks weekly, and their preference for plant-based milk is reshaping the coffee market. Offering surcharge-free options makes your business the go-to spot for the next generation of eco-conscious coffee lovers.



Sustainability in Every Sip

Exploiting cows for milk has a [significantly higher environmental impact](#) than plant-based alternatives. It produces around three times the greenhouse gas emissions, requires ten times as much land, and uses two to twenty times more freshwater. By promoting plant-based milks, coffee shops can reduce their environmental footprint while meeting consumer demand for sustainable choices.



Pour into Sales and Trust

Coffee chains are removing plant-based milk surcharges by adjusting pricing, streamlining options, and reducing overhead. Without the extra fee, more customers choose plant-based drinks, boosting sales and strengthening brand loyalty.

