

The Psychology of the Spiced Latte:

Scarcity, Nostalgia, and the Taste of Fall.

FALL
TASTES
LIKE
A FRESH
START.

MORE THAN A DRINK. A FEELING.



SAME
SEASON.
BRIGHTER
DAYS.

1

Scarcity and Limited Time

ABSENCE MAKES IT AN EVENT.

You cannot get this drink in July, and that makes it special. When it returns in September, it feels like a small, joyful event. Limited availability creates anticipation, and anticipation makes the first sip feel more meaningful.



GOOD
THINGS.
ARE WORTH
THE WAIT.

2

The Nostalgia of Warm Spice

A SCENT THAT BRINGS YOU BACK.

Cinnamon, nutmeg, and clove are more than flavors. Their aromas are tightly linked to memory because smell is the sense most connected to the brain's memory center. One whiff can bring back cozy kitchens, family traditions, and simpler times.



A
SINGLE
SCENT
CAN BRING
A WHOLE
STORY BACK.

3

The Comfort of Seasonal Ritual

A SMALL MARKER IN A BIG YEAR.

The first spiced latte of the year marks a moment in time. It helps us notice the change of season and gives a sense of rhythm and order. Rituals like this can lower anxiety because they create something familiar to look forward to in a busy, uncertain world.



SAME
RITUAL.
A CALMER
YOU.

4

Belonging and the Basic Badge

A SHARED SYMBOL CONNECTS US.

Whether people love it or roll their eyes, the spiced latte has become a shared symbol of the season. It sparks conversations, memes, and moments of connection. Enjoying it can be a way of saying, "I'm part of this season too."



SAME
SEASON.
BRIGHTER
TOGETHER.

5

Cozy Warmth

A SIMPLE PHYSICAL BOOST.

Holding something warm and sweet is comforting. The warmth soothes, the sweetness lifts the mood, and both nudge us toward feeling safe and cared for. As the days get cooler and darker, a warm drink can be a small but powerful reminder that comfort is close.



WARM
HANDS.
A BRIGHTER
MOOD.

FALL FEELS GOOD HERE.

A WARMER CUP FOR A BRIGHTER SEASON.