

THE REAL TASTE OF SUCCESS.

Torani®

Grow your smoothie sales with tips from our Best Practices Guide.

Torani has made it simple to offer real fruit smoothies to your coffee regulars and grab the attention of a whole new group of customers. With Torani Real Fruit Smoothie Mix Best Practices Guide, you'll be capturing sales like never before.

Generate excitement on your menu with Real Fruit Smoothies.

As the smoothie category continues to grow by double-digits, Torani Real Fruit Smoothie Mixes are the right menu offering to boost your sales.

- They offer the fresh flavor of real fruit your customers crave
- They're the perfect complement to your already successful coffee business
- They have high appeal with women who make up the majority of your customers and want healthier snacks
- They have 300-360 calories per 16 oz. serving
- They're perfect for breakfast on-the-go
- They're great as afternoon snacks that appeal to both adults and kids



Create buzz around smoothies.

Torani makes it easy for you to develop a smoothie program that brings your customers through the doors and makes your sales soar.

Stand out from the crowd. Call out "Real Fruit Smoothies" on your menu to show you serve the real fruit flavor they want in a smoothie.

Offer the must-have flavors. Offer four to six items on your menu to appeal to a variety of tastes.

Add excitement with LTOs. Mix up your customers' options with limited-time-offers (LTOs) and add an additional flavor during peak summer months. Or, rotate a new flavor every month to keep them coming back regularly.

Strawberry — the top-selling smoothie flavor, it's a necessity for any menu, and a favorite with kids



Classic American berry flavors such as **Strawberry Banana**, **Wildberry**, or **Raspberry** are always a hit



Mango is a best-seller and a great tropical menu staple



A frozen **Strawberry Lemonade** or **Tropical Passion** freeze is ideal for summer-themed menus



Round out your selection with an antioxidant-packed flavor like **Superfruit**, or delicate **Peach** for more sophisticated tastes



Grow your smoothie sales with our best practices guide.

PROMOTE IT:

- 29% of café consumers would like to see more fruit smoothies on the menu.*
Take advantage of this by making sure your smoothies stand out.
- Launch a punch-card program that encourages customer loyalty.
- Provide free sample tastes to build interest.
- Offer coupons to morning coffee drinkers to encourage trial.
- Banners, window decals, posters and table tents are a great way to drive purchases, and are available from for your distributor or online at www.torani.com/cafe.

BRAND IT:

- Consumers are looking for healthier snacks, afternoon refreshments and easy meals on the go. At 300-360 calories per 16 oz serving, Torani Real Fruit Smoothies deliver the healthy snack your customers crave.
- Position your smoothies in a way that delivers what your customers are looking for: Real Fruit Smoothies, Real Fruit Refreshers, or Immunity Builders.



MENU IT:

- Pictures of your beverages encourage trade-up and impulse purchases.
- Putting your smoothies in a spot next to specialty coffees and teas shows the variety you offer.
- Make sure to highlight the smoothie section of your menu with an impactful headline like “Real Fruit Smoothies” or “Real Fruit Refreshers.”
- Easy additions like yogurt, ice cream or Red Bull mix up your menu.



PRICE IT:

- The average 16 oz smoothie price ranges from \$3.50 to \$4.50.
- To stay competitive, check out other cafés and smoothie shops in your area to see how their menu prices compare.

SIZE IT:

- The average size for a smoothie is 16 oz, but consider offering 8 oz, 12 oz and 20 oz sizes too.
- An 8 oz. or 12 oz. size is great for kids.
- 20 oz. sizes are great for teens. Consider your customer base to decide the sizes that are right for you.

TEACH IT:

- Train your baristas and frontline team on all of the benefits of Real Fruit Smoothies. Encourage them to highlight the offerings to customers, and even consider a special contest to get them excited and talking up your new, real fruit smoothies.

*Mintel Smoothie Shop Report, December 2010



Smoothies made simple.

Our Real Fruit Smoothie Mix couldn't be easier for your staff to use. Just pour over ice, blend and serve. And don't forget to have your staff suggest a Real Fruit Smoothie when taking orders. Once they know it's made with real fruit, they'll know it's the great, healthier snack or breakfast substitute they want.

Need more tips? Call or visit us online to find out more. 1-800-775-1925 · www.torani.com/cafe