

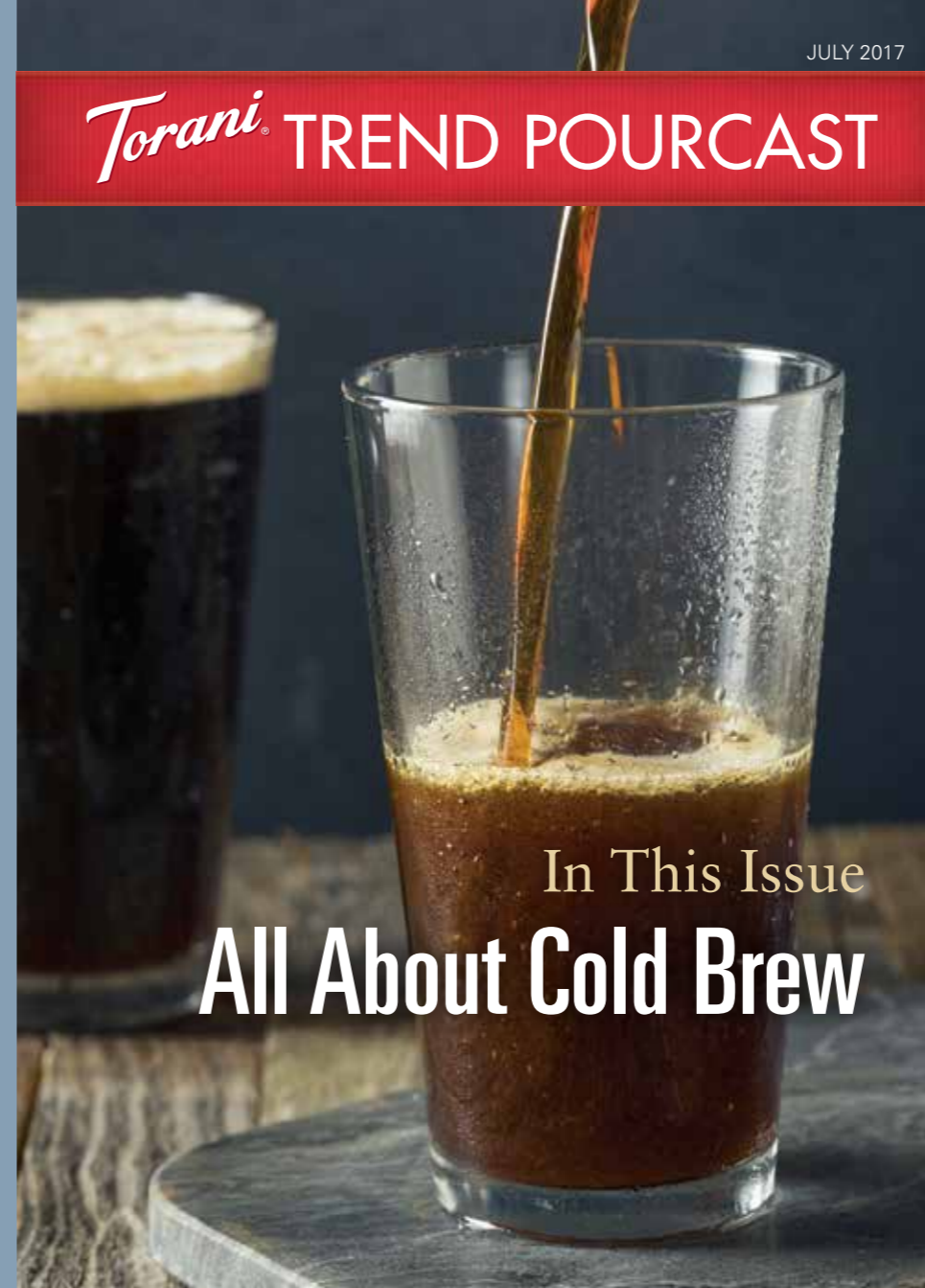


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Torani TREND POURCAST



In This Issue All About Cold Brew

Steeped in the Cold Brew Trend

- The U.S. cold brew segment grew 580% from 2011-16.¹
 - Its continual growth will be driven by consumers' greater awareness and their consideration of cold brew as a daily drink.
- Cold brew strongly appeals to a younger consumer base that doesn't drink hot coffee.²
- Foodservice operators see clear benefits to menuing cold brew:
 - It is lower in acid than brewed coffee with a smoother flavor.
 - It can be batched for speed of service and then customized to each order.
 - Consumers expect to pay a premium price for it.

¹ Mintel, The Strength of Cold Brew, July 2016

² National Coffee Association, National Coffee Drink Trends Report, April 2017

Cold Brew 2.0

- The next phase in the mainstream cold brew evolution: the elevation of cold brew to satisfy consumers' desire to experiment & indulge.
- The introduction of more unique cold brew offerings in the market showcase its versatility.
- Cold brew's low acidity and smooth taste make it a delicious stand-alone drink or a perfect base to add flavors and milk & milk alternatives, fulfilling different consumer 'need states'.



Cold Brew Dayparts

Morning – with milk/alternative milk for a caffeine boost

Lunch – plain for refreshment

Afternoon – with syrup flavoring and cream for an indulgent treat



How To Elevate Your Cold Brew

It starts with the beans...

Lighter Roasts

Citrus, more acidic flavor profile

Perfect for adding simplistic flavors

Darker Roasts

Chocolate, richer flavor profile

Perfect for layering flavors with milk & milk alternatives



Milk & Milk Alternatives

- Half-and-half
- Almond milk
- Coconut milk
- Sweetened condensed milk or substitute with Torani White Chocolate Sauce



Recommended Torani Syrup Flavors

Classic Flavors

Brown Sugar
Cinnamon

Salted Caramel

Signature Coconut

Signature Mint



Trendy Flavors

Bourbon Caramel

Butter Rum

Coffee Liqueur



Unique Add-ons

- Freeze cold brew in ice cube trays to make coffee ice cubes that increase the visual presentation & taste experience.
- Combine ingredients with ice in a cocktail shaker to create a creamy texture that enhances the naturally rich flavors of the cold brew.
- Nitro is best served without ice or milk as both will quickly dilute the foamy texture.



Flavored Cold Brew Recipes

Flavored Cold Brew

1/4 oz. Torani Syrup
(see flavor recommendations)
8 oz. cold brew
Half-and-half
Ice

Fill a 16 oz. cup with ice. Add the syrup and cold brew and gently stir. Finish with a splash of half-and-half.

Flavored Nitro Cold Brew

1/4 oz. Torani Syrup
(see flavor recommendations)
8 oz. nitro cold brew

Combine the syrup and nitro cold brew in a 10 oz. cup and gently stir.

Nuts for Coconut Cold Brew

1/2 oz. Torani Signature
Coconut Syrup
8 oz. cold brew
Coconut Milk
Ice

Fill a 16 oz. cup with ice. Add the syrup and cold brew and gently stir. Finish with a splash of coconut milk.



Dirty Chai Cold Brew

1/2 oz. Torani Chai Tea Spice Syrup
8 oz. cold brew
Almond Milk
Ice

Fill a 16 oz. cup with ice. Add the syrup and cold brew and gently stir. Finish with a splash of almond milk.

Mint Mojito Shakerato

1/2 oz. Torani Signature Mint Syrup
1/2 oz. Torani White Chocolate Sauce
8 oz. cold brew
Ice
Fresh mint leaves

Combine the syrup, sauce, cold brew, and ice in a shaker. Shake and pour in a 16 oz. cup. Garnish with a fresh mint leaf.

Mexican Chocolate Shakerato

1/2 oz. Torani Brown Sugar
Cinnamon Syrup
1/2 oz. Torani Dark Chocolate Sauce
8 oz. cold brew
Ice
Cinnamon spice

Combine the syrup, sauce, cold brew, and ice in a shaker. Shake and pour in a 16 oz. cup. Garnish with shake of cinnamon.

