

The Torani logo is written in a white, cursive script on a red rectangular background.

POURCAST



ANNUAL OUTLOOK

Q1 2024

New Flavor *Frontiers*

Add fun and whimsy to your menu with the use of fantasy flavors. By combining familiar flavors with imaginative names and stunning visuals, you can transport your customers to other worlds! Brands like Starbucks® and Coca-Cola® have been leaning into the fantastical realm with products like the Unicorn Frappuccino® or Dreamworld.

What kind of whimsical wonders can you whip up for your customers?



Torani's Pourcast 2024 Flavor of the Year is the perfect way to provide your customers with a blend of escapism and wonder in a way that's familiar.

Torani Puremade Galaxy Syrup is an out-of-this-world, fantastical flavor that brings to life the molecular structure of dust clouds in space – which share the taste of juicy raspberries and dark rum – in a delightfully natural way.

Unicorn Tears Milkshake

1 oz. Torani Blue Raspberry Syrup
½ oz. Torani Red Raspberry Syrup
2 oz. milk
8 oz. vanilla ice cream
Whipped cream, colorful sprinkles, and colorful marshmallows, for garnish

Fairy Berry Milk Tea

½ oz. Torani Strawberry Syrup
½ oz. Torani Rose Syrup
8 oz. black tea
Cold foam:*
¼ oz. Torani Rose Syrup
4 oz. nonfat milk
Dried strawberries, for garnish

Mermaid's Lagoon Lemonade

1 oz. Torani Blue Curacao Syrup
½ oz. Torani Pineapple Syrup
4 oz. lemonade
4 oz. sparkling water
Splash of coconut milk
Lime wedge, for garnish

Outer Worlds Iced Matcha

1 oz. Torani Puremade Galaxy Syrup
½ tsp. matcha powder
8 oz. oat milk
Cold foam:*
¼ oz. Torani Crème de Menthe Syrup
4 oz. nonfat milk

Frozen LeMOONade

1 oz. Torani Puremade Galaxy Syrup
5 oz. Torani Lemonade Real Fruit Smoothie Mix
16 oz. ice
Blue Pop Rocks® candy, for garnish

Dracula's Nightcap

½ oz. Torani Puremade Galaxy Syrup
1 oz. Torani Puremade Bourbon Caramel Syrup
8 oz. cold brew
¼ tsp. edible glitter
Cold foam topper, for garnish

Cosmic Coconut Cold Brew

1 oz. Torani Puremade Galaxy Syrup
8 oz. cold brew
1 tsp. edible glitter
Cold foam:*
¼ oz. Torani Puremade Coconut Syrup
4 oz. heavy whipping cream
Dash of edible glitter, for garnish

Mermaid Magic Matcha

1 oz. Torani Coconut Syrup
¼ oz. Torani Lime Syrup
6 oz. sparkling water
½ tsp. matcha powder
2 oz. butterfly pea flower tea, brewed
Prepare matcha shot, then add syrups, ice, and sparkling water. Top with brewed butterfly pea flower tea and serve.



Beautifully *Basic*

In today's inflation climate, many consumers are going to be drawn to options that pose the least amount of "risk" to their wallet and tastebuds. Consider ways to utilize familiar fan favorite flavors (such as Vanilla, Caramel, Chocolate, Strawberry, etc.) to create delicious low-risk options for your customers. Or experiment with riffs on the classics with some of Torani's newer releases, such as Vanilla Salt or Kettle Corn.

Macadamia Marble Mocha

1 oz. Torani Puremade White Chocolate Sauce
½ oz. Torani Chocolate Macadamia Nut Syrup
8 oz. milk
2 shots espresso

Salted Chocolate Chip Cookie Mocha

¼ oz. Torani Puremade Vanilla Salt Syrup
¼ oz. Torani Puremade Almond Syrup
1 oz. Torani Puremade Dark Chocolate Sauce
8 oz. oat milk
2 shots espresso
Whipped cream, for garnish

Brown Butter Iced Latte

½ oz. Torani Salted Caramel Syrup
½ oz. Torani Shortbread Syrup
8 oz. oat milk
2 shots espresso

French Toast à la Mode Cold Brew

½ oz. Torani Vanilla Syrup
½ oz. Torani French Toast Syrup
8 oz. cold brew
Cold foam topper and cinnamon sugar sprinkle,
for garnish

Choco-Hazelnut Heaven Iced Mocha

½ oz. Torani Puremade Chocolate Sauce
½ oz. Torani Classic Hazelnut Syrup
8 oz. almond milk
2 shots espresso

Toasted Marshmallow Mocha

1 oz. Torani Dark Chocolate Sauce
½ oz. Torani Toasted Marshmallow Syrup
8 oz. milk
2 shots espresso
Whipped cream, mini marshmallows,
and chocolate drizzle, for garnish

Vanilla Frost Elixir

1 oz. Torani Puremade White Chocolate Sauce
1 oz. Torani Vanilla Syrup
6 oz. ice cream mix
2 cups ice
5 espresso beans
Whipped cream, for garnish
*Combine all ingredients including espresso beans
in blender. Blend until smooth, add garnish,
and serve.*

Cold Brew Breakfast

1 oz. Torani Brown Sugar Cinnamon Syrup
8 oz. cold brew
Cold foam:*\n¾ oz. Torani French Toast Syrup
4 oz. nonfat milk
Dash of cinnamon, for garnish





Ready to *Roll*

The emphasis on drive-thru and to-go solutions for customers continues to be a vital part of cafés' success in today's industry. According to the New York Post, **47% of Americans would skip going to a restaurant that didn't have a drive-thru option.**

Consider utilizing techniques and technology that help create more efficiency in the drive-thru line – such as mobile ordering or “line-busters”. Also be sure your product offerings are to-go friendly as well. There is a perceived longer lifespan for cold drinks versus hot – making them excellent to-go options for customers.

Melon Magic Refresher

½ oz. Torani Watermelon Syrup
½ oz. Torani Cantaloupe Syrup
4 oz. lemonade
4 oz. water

Island Time

½ oz. Torani Puremade Coconut Syrup
1 oz. Torani Puremade Mango Syrup
6 oz. sparkling water
2 oz. coconut milk
Freeze-dried pineapple pieces, for garnish

Rose Masala Iced Chai

1 oz. Torani Rose Syrup
5 oz. chai concentrate
5 oz. milk or milk alternative
Dash of cinnamon and crushed pistachio, for garnish

Citrus Sunset Splash

½ oz. Torani Ruby Red Grapefruit Syrup
½ oz. Torani Blood Orange Syrup
6 oz. green tea
2 oz. lemonade

Caramel Corn Cold Brew

1 oz. Torani Kettle Corn Syrup
¼ oz. Torani Puremade Caramel Sauce
6 oz. cold brew
2 oz. oat milk
Combine ingredients in cocktail shaker with ice for 15 seconds. Pour over ice and serve.

Raspberry Ripple Milk Tea

½ oz. Torani Red Raspberry Syrup
½ oz. Torani Vanilla Syrup
2 oz. milk
6 oz. black tea

Salted Custard Caramel Cold Brew

1 oz. Torani Puremade Salted Egg Yolk Syrup
8 oz. cold brew
Cold foam:*\n¼ oz. Torani Puremade Caramel Syrup
4 oz. nonfat milk
Caramel drizzle, for garnish

Hydration *Nation*

Hydration continues to be a rising focus for consumers. Spurred on by the #WaterTok trend that began in 2023, consumers are looking for low-calorie options that refresh and hydrate.

These are typically:

- Large, fun, and fruity
- <100 calories
- <100 mg caffeine, usually ~40mg
- Positioned for the afternoon
- Water or tea based

Utilizing plant-based milks and real fruit inclusions can also add value to this category.



Paradise Punch

¼ oz. Torani Puremade Zero Sugar Coconut Syrup
¼ oz. Torani Puremade Zero Sugar Cherry Syrup
1 oz. Torani Puremade Zero Sugar Mango Syrup
8 oz. sparkling water
½ oz. lime juice
Mint, for garnish

Peach Ring Sparkling Lemonade

½ oz. Torani Sour Candy Syrup
½ oz. Torani Peach Syrup
5 oz. lemonade
3 oz. sparkling water
Peach ring gummy candy, for garnish

Strawberry Hibiscus Sunset

½ oz. Torani Hibiscus Syrup
¾ oz. Torani Strawberry Syrup
6 oz. lemonade
2 oz. sparkling water
Add syrup to a glass and carefully pour lemonade and sparkling water over top to create a gradient.

***Cold Foam Instructions:**

Combine Torani Syrup and milk/dairy alternative as specified in recipe in a blender pitcher with an aerating blade. Blend for 18-20 seconds. Use Cold Foam to top your cold drink of choice.

Sparkling Cherry-melon Tea

1 oz. Torani Sugar Free Watermelon Syrup
½ oz. Torani Sugar Free Cherry Syrup
6 oz. iced tea
2 oz. sparkling water
Lemon wedge, for garnish

Cherry Blossom Refresher

½ oz. Torani Sugar Free Cherry Syrup
½ oz. Torani Sugar Free Almond Syrup
8 oz. sparkling water
2 oz. coconut milk

Agua Refresh-ca

½ oz. Torani Sugar Free Pineapple Syrup
½ oz. Torani Sugar Free Lime Syrup
6 oz. water
2 oz. coconut water

Wildberry Sparkling Smash

1 oz. Torani Wildberry Real Fruit Smoothie Mix
½ oz. Maya Green Tea Concentrate
8 oz. sparkling water

Tasty *Texture*

International cuisines continue to inspire U.S. menus and consumers – for example, through the addition of texture in beverages. Textural components elevate the consumption experience by:

- Creating something guests won't make at home
- Displaying barista expertise and skill
- Transforming a drink into a “snackable treat”



Mangonada Gummy Freeze

1 oz. Torani Mangonada Syrup
½ oz. Torani Sour Candy Syrup
8 oz. Torani Mango Real Fruit Smoothie Mix
2 cups ice
Sour gummy candy, chamoy, and Tajín®,
for garnish

Place sour gummy candies on top of the smoothie and cover with chamoy and Tajín®.

Tiramisu Iced Latte

1 ½ oz. Torani Tiramisu Syrup
2 oz. espresso
8 oz. milk
Cold foam:*\n¼ oz. Torani Shortbread Syrup
4 oz. heavy whipping cream
Dash of cocoa powder, for garnish

Black Sesame Boba Bliss

1 ½ oz. Torani Puremade Toasted Black Sesame Syrup
1 oz. tapioca pearls, cooked
6 oz. black tea
2 oz. half & half
Cold foam:*\n¼ oz. Torani Puremade Vanilla Salt Syrup
4 oz. heavy whipping cream



Cosmic Hibiscus Refresher

1 oz. Torani Puremade Galaxy Syrup
6 oz. hibiscus tea
2 oz. coconut milk
Freeze-dried or frozen raspberries, for garnish

Matcha Cheesecake Latte

1 oz. Torani Puremade Salted Egg Yolk Syrup
8 oz. milk
2 oz. matcha tea
Cold foam:*\n¼ oz. Torani Cheesecake Syrup
4 oz. heavy whipping cream
Dash of matcha powder, for garnish

Toasted Sesame Bubble Milk Tea

1 oz. Torani Puremade Toasted Black Sesame Syrup
8 oz. black tea
2 oz. milk or half & half
Tapioca pearls, cooked

White Gummy Bear Energizer

1 oz. Torani Pineapple Syrup
½ oz. Torani Peach Syrup
8 oz. energy drink
Gummy bears, for garnish

Frutería

2 oz. Torani Mango Real Fruit Smoothie Mix
1 oz. Torani Mangonada Syrup
8 oz. white tea
6 oz. ice
Mango pieces, chili powder rim, and lime wheel, for garnish

Coconut Cloud Burst Tea

½ oz. Torani Pomegranate Syrup
½ oz. Torani Lychee Syrup
6 oz. green tea
2 oz. coconut milk
1 oz. passion fruit popping boba

Super *Charger*

In 2024, consumers will crave more than just tasty drinks – they're hunting for beverages that cater to their diverse needs. Thanks to TikTok's viral videos on functional coffee additives like protein, mushrooms, superfruits, and antioxidants, there's a rising demand for these power-packed offerings. The thirst for functional beverages is spilling over into cafés – consider elevating your menu with **value-packed** ingredients like matcha, turmeric, electrolytes, and adaptogens in ways that are deliciously approachable.

Garden Oasis

½ oz. Torani Watermelon Syrup
½ oz. Torani Mojito Mint Syrup
1 oz. Maya Vibes Chill Energy Elixir
4 oz. coconut water
4 oz. green tea

On Point Energy Infusion

1 ½ oz. Torani Prickly Pear Syrup
1 oz. Torani Lime Syrup
8 oz. energy drink

Mango Ginger Zing

1 oz. Torani Puremade Mango Syrup
½ oz. Torani Puremade Ginger Syrup
1 oz. Maya Vibes Moxie Energy Elixir
8 oz. water

Golden Mango Latte

1 oz. Torani Puremade Mango Syrup
½ oz. Torani Puremade Ginger Syrup
1 tsp. turmeric powder
8 oz. oat milk

Strawberry Lavender Moon Milk

½ oz. Torani Puremade Lavender Syrup
1 oz. Torani Puremade Strawberry Syrup
1 oz. Maya Vibes Chill Energy Elixir
8 oz. almond milk
Freeze-dried strawberry pieces, for garnish

Red Eyed Chaga Chai

½ oz. Torani Sweet Heat Syrup
1 oz. Maya Tea Devi Chai
4 oz. brewed chaga tea
2 shots espresso
6 oz. milk

Kombucha Passion

¾ oz. Torani Puremade Passion Fruit Syrup
¾ oz. Torani Puremade Mango Syrup
4 oz. kombucha
1 tbsp. chia seeds
4 oz. coconut water
Lemon wheel, for garnish

Sunshine Elixir

1 oz. Torani Elderflower Syrup
1 oz. Maya Vibes Happy Energy Elixir
4 oz. lemonade
4 oz. sparkling water
Lemon wheel, for garnish



**For everything you need to make your beverages special, call us at 800.775.1925
or visit www.torani.com/foodservice for recipes.**

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