

Culinary Tourism: Adventure at Home

Diverse drinks and flavors, especially Asian-inspired beverages, have been on the rise lately – boba tea, for example, has seen **298% growth** over the past 4 years.¹ As consumers are traveling less, the desire for adventure and novelty is stronger than ever. Internationally inspired beverages are a great way to create an exciting cultural experience for your customers.

Lychee Bubble Milk Tea

1 oz. Torani Puremade Lychee Syrup
6 oz. black tea, brewed, chilled
2 oz. milk or milk alternative
Tapioca pearls, cooked
Ice

Hawaiian Punch Bubble Tea

½ oz. Torani Passion Fruit Syrup
¼ oz. Torani Orange Syrup
¼ oz. Torani Guava Syrup
8 oz. green or black tea, brewed, chilled
Mango popping pearls
Ice

Sea Salt Vanilla Cream Breve

1 oz. Torani French Vanilla Syrup
8 oz. half & half, steamed
2 shots espresso
Top with a pinch of sea salt.

Mexican Chocolate Cold Brew Coffee

½ oz. Torani Brown Sugar Cinnamon Syrup
½ oz. Torani Chocolate Milano Syrup
8 oz. cold brew
Ice
Garnish with a dash of chili powder.



Ube Cold Foam Cold Brew

1 oz. Torani Puremade Ube Syrup
6 oz. cold brew
Ice
Top with cold foam.*

*To make cold foam, combine 1 oz. syrup and 4 oz. nonfat milk in blender with aerating blade; blend 18-20 seconds.

New-stalgia

The challenges of 2020 caused consumers to reminisce about simpler times while also longing for something new. Fresh interpretations of traditional favorites will be **BIG** this upcoming year. Nostalgic comfort foods such as **French toast, cereal milk and candy bars** are making a comeback, but in an entirely new format: **beverages!**

French Toast Cold Brew

½ oz. Torani Brown Sugar Cinnamon Syrup
½ oz. Torani Maple Syrup
8 oz. cold brew
Splash of milk or milk alternative
Ice

Coconut Candy Bar Iced Latte

½ oz. Torani Coconut Syrup
½ oz. Torani Almond Syrup
½ oz. Torani Puremade Dark Chocolate Sauce
8 oz. milk
2 shots espresso
Ice
Garnish with whipped cream and coconut or chocolate shavings.

Crème Brûlée Latte

½ oz. Torani Puremade French Vanilla Syrup
½ oz. Torani Puremade Caramel Syrup
2 shots espresso
8 oz. half & half, steamed
Top with whipped cream, caramel drizzle and raw sugar.

S'Mores Latte

1 oz. Torani Sugar Free S'Mores Syrup
2 shots espresso
8 oz. nonfat milk, steamed
Ice
Garnish with a large marshmallow on a toothpick or crushed graham crackers on the rim of the glass.

Waffle Latte

½ oz. Torani Maple Syrup
½ oz. Torani Hazelnut Syrup
2 shots espresso
8 oz. milk, steamed
Dash of cinnamon



Putting the FUN in Functional

The functional wellness trend will continue into 2021, with people focusing on ways to boost their immunity and overall health.

- **6 out of 10** consumers are increasingly searching for food and drinks that support their immune health.¹
- **1 in 3** say their concerns over immunity have increased over the last year.¹

Torani's Puremade Zero Sugar and Original Sugar Free Syrups make it easy to add menu offerings that are both FUN and health conscious – and as always, delicious!



Coconut Turmeric Tea

1 oz. Torani Sugar Free Coconut Syrup
 ½ tsp ground turmeric
 1 oz. freshly brewed Maya Tea Co. Young Hyson Green Tea (made into a concentrate)
 8 oz. sparkling water
 ½ oz. honey or agave syrup
 Ice
Garnish with a dash of cinnamon.

Vanilla Dirty Iced Matcha

1 oz. Torani Puremade Zero Sugar Vanilla Syrup
 2 tsp. matcha powder
 6 oz. milk or milk alternative
 Ice
 1 shot espresso
 Add Vanilla Syrup, matcha powder and milk to cup and stir. Add ice and top with espresso.

Brown Sugar Cinnamon Matcha

1 oz. Torani Sugar Free Brown Sugar Cinnamon Syrup
 2 tsp. matcha powder
 8 oz. milk, steamed

¹Innova Market Insights Consumer Survey 2020

Afternoon Boost

We're going to see an uptick in afternoon-specific beverages in 2021, designed to offer consumers a post-lunch pick-me-up by means of refreshment, energy or satiety.



Refreshment

Refreshment is the most common beverage need state,¹ and innovation with teas, lemonades and water-based beverages continues to trailblaze in 2021. Once-simple beverages, like sweet tea, have taken on new life with added elements like carbonation, texture and layering.



Energy

Cold caffeinated beverages, such as cold brew, nitro and flavored energy drinks, provide a much-needed boost for consumers in the afternoon. These time-tested beverages continue to evolve and expand in popularity.



Satiety

The line between beverage and snack continues to blur with textural inclusions becoming more mainstream in 2021. Tapioca pearls in boba tea and toppers in cold coffee are two examples of how the beverage has turned into a “snackable” experience.



Blackberry Peach Bubble Tea

½ oz. Torani Blackberry Syrup
 ½ oz. Torani Peach Syrup
 6 oz. green or black tea, chilled
 Tapioca pearls, cooked
 Ice



Cold Brew Spritzer

1 oz. Torani Syrup of choice
 4 oz. cold brew
 4 oz. sparkling water
 Ice



Sweet Peach Energy Drink

½ oz. Torani Peach Syrup
 ½ oz. Torani Vanilla Syrup
 8 oz. energy drink
 Ice
Garnish with gummy peach ring candy.



Cold Brew Shandy

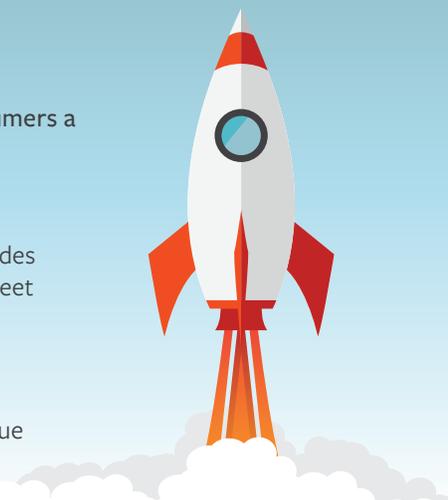
1 oz. Torani Syrup of choice
 4 oz. cold brew
 4 oz. lemonade
 Ice



Milk Tea

1 oz. Torani Syrup of choice
 8 oz. iced tea
 Splash of plant-based milk
 Freeze-dried fruit of choice

¹“Understanding America’s Modern Beverage Culture”, Hartman Group Webinar, May 2019





Transparency in Your Menu



Menu transparency is poised to dominate in 2021. Consumers are looking for products made with real and authentic ingredients so they can feel confident about what they consume.

- **6 in 10** global consumers are interested in learning more about where their food/drinks come from.¹
- Clean label ingredient sales are projected to grow **6.75%** annually, but the impact of COVID-19 on consumer purchasing patterns may push that growth even higher.²
- **78%** of consumers said being familiar with ingredients in a product is important to them.³
- **91%** of U.S. consumers believe food and beverage options with recognizable ingredients are healthier.⁴

Clean up your menu with Torani's Puremade line – made with no artificial anything, so your consumers can enjoy amazing flavor without compromise!



¹Innova Market Insights Consumer Survey 2020
²"COVID-19's Impact on How Consumers Perceive 'Clean'",
 Food Business News, 7.23.2020
³Ingredient 2019 Global Clean Label Consumer Study
⁴Innova Market Insights Consumer Insights 2018

More than Alternatives

In 2020 consumers indicated that taste was among the top four reasons for using a plant-based alternative (along with health, diet variety and sustainability). Plant-based milks are no longer just “alternatives” to dairy – they’ve become part of the taste experience that can elevate a drink’s flavor profile.

- **Hemp milk** offers a creamy texture, complements the espresso, and adds a “baked goods” note that increases complexity.
- **Almond milk** adds a nuttiness that creates a smooth flavor profile and beautiful harmony with the coffee.
- **Oat milk** has a smooth mouthfeel and pairs well with lighter-roasted fruity coffees.
- **Coconut milk** pairs well with chocolate and coffee, especially darker roasts.
- **Soy milk** is a great partner for chai and vanilla lattes. With a smooth mouthfeel, it’s also ideal for creating latte art.

Lavender Vanilla Iced Latte

½ oz. Torani Lavender Syrup
 ½ oz. Torani Vanilla Syrup
 2 shots espresso
 8 oz. coconut milk
 Ice

Rose Oat Milk Green Tea

½ oz. Torani Rose Syrup
 1 oz. Torani Vanilla Syrup
 6 oz. green tea, chilled
 2 ½ oz. oat milk
 Ice

Creamy Pistachio Latte

¾ oz. Torani Pistachio Syrup
 2 shots espresso
 8 oz. oat milk, steamed

Nitro Parfait

1 ½ oz. Torani Cassis (Black Currant) Syrup
 3 oz. hemp milk
 5 oz. nitro cold brew
 1 ½ oz. club soda
 Add Cassis Syrup and oat milk to a cup.
 Pour in nitro cold brew and top with club soda.



For more helpful info and tips, come join our Foodservice Family!

For 95 years, Torani has been a community-driven business. [Torani's Foodservice Family Facebook Group](#) is a space for café operators to find resources, community, and inspiration as you navigate the foodservice industry. ***Come join us!***

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