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# Trend Pourcast

In This Issue **2018 Trend Outlook**



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## Top Beverage Insights & Trends

From 2015-2017, cold brew and nitro coffee were the most searched terms in the non-alcoholic beverage category\* and consumer interest does not seem to be slowing down anytime soon.

Cold brew's smooth and less acidic taste continues to make it a perfect base to layer unique flavors, like spices and florals, and to translate into nostalgic drink applications like ice cream floats.

Capitalize on cold brew's versatility by offering a unique happy hour drink promotion for the afternoon daypart.

### Spiced Apple Cold Brew

- 1/2 oz. Torani Apple Syrup
- 1/2 oz. Torani Brown Sugar Cinnamon Syrup
- 8 oz. cold brew
- Ice

### Boozy Coffee Float

- 1 oz. Torani Bourbon Caramel Syrup
- 8 oz. nitro cold brew
- 1 scoop vanilla ice cream

\* Google 2017 Food Trends Report

## Drinking Vinegars



Vinegar-based drinks, touted for having powerful antioxidants and digestive benefits, can satisfy mainstream tastes when toned down by fruity flavors.

This creates a refreshing drink experience, whether as a jumpstart to the day or a palate-cleansing afternoon break.

### Strawberry Balsamic Shrub

1 oz. Torani Signature Strawberry Syrup  
1/2 oz. balsamic vinegar  
8 oz. sparkling water  
Ice  
Garnish with a basil leaf or fresh strawberry.

### Honey Apple Cider Sour Iced Tea

1/2 oz. Torani Honey Sweetener  
1/2 oz. Torani Apple Cider Vinegar  
8 oz. brewed black tea, chilled  
Ice  
Garnish with a cinnamon stick.

## Cereal Garnish

Cereal has moved beyond breakfast and into beverages where its simplistic use as a garnish can easily elevate a standard drink into something fun and whimsical.

This unique value-add is sure to capture the attention of Gen Z consumers.

### Cookie Monster Latte

1 oz. Torani Chocolate Chip Cookie Dough Syrup  
2 shots espresso  
8 oz. milk  
Garnish with Cookie Crisp™ cereal.

### Luck of the Irish Blended Crème

1 oz. Torani Crème de Menthe Syrup  
6 oz. Torani Signature Real Cream Plain Frappé Mix  
16 oz. ice  
Garnish with whipped cream and Lucky Charms™ marshmallows.

While botanical flavors have consistently been featured in cocktails, these flavors are popping up more in the café segment.

Balance the strong taste of florals using the carbonation in craft sodas or the creamy notes in cold brew.

### Sparkling Lavender Lemonade

1 oz. Torani Lavender Syrup  
4 oz. lemonade  
4 oz. sparkling water  
Ice

### Rose Milk Cold Brew

1/2 oz. Torani Rose Syrup  
1/2 oz. Torani White Chocolate Sauce  
8 oz. cold brew  
Ice  
Combine all ingredients in a shaker.

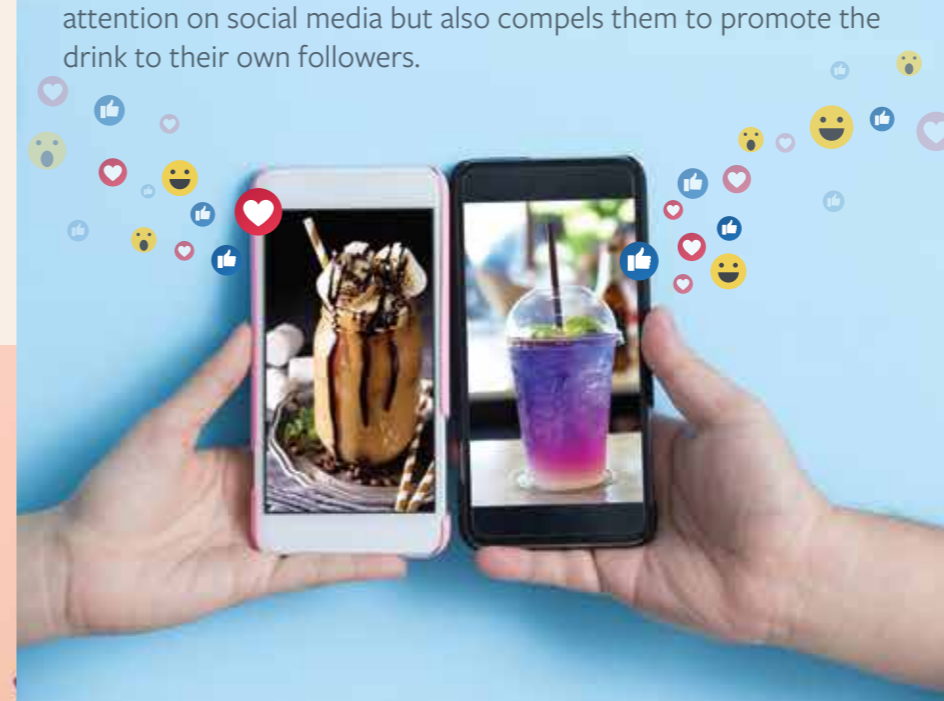
## Floral Infusions



## Social Media Friendly

Now more than ever, Gen Z consumers are interested in not just how the drink tastes, but also how it looks.

Fun, colorful drinks are not only a way to catch consumers' attention on social media but also compels them to promote the drink to their own followers.



### Campfire S'mores Frappé

1/2 oz. Torani Toasted Marshmallow Syrup  
1/2 oz. Torani Dark Chocolate Sauce  
5 oz. Torani Signature Real Cream Plain Frappé Mix  
1 shot espresso  
16 oz. ice  
Garnish with a toasted marshmallow and graham cracker crumbs.

### Butterfly Lemonade

1/2 oz. Torani Pineapple Syrup  
8 oz. lemonade  
Ice  
Gently spoon a scoop of brewed butterfly pea flower tea\* on top.

\* Butterfly pea flower tea is a caffeine-free herbal tea. What makes this tea unique is its color-changing aspect impacted by pH changes. For example, when lemon juice is added to the tea, it will change from its original blue color to purple.

## Introducing New Sugar Free Syrups All of the fun, none of the calories!



### Torani Sugar Free Blue Raspberry Syrup

With a perfect balance of sweet and tart, this dairy-friendly flavor evokes the taste of fresh, juicy raspberries enhanced with a playful color.

#### Pack Information

750mL/25.4oz. PET bottle  
4 bottles/case

#### PET Bottle UPC:

0-89036-53292-1

#### PET Case UPC:

4-00-89036-53292-9

### Summertime Blues Energy Drink

1/2 oz. Torani Sugar Free Blue Raspberry Syrup  
1/2 oz. Torani Sugar Free Peach Syrup  
8 oz. sugar free energy drink  
Ice



### Torani Sugar Free Pineapple Syrup

With an exotic tang, this flavor delivers the essence of the juicy, tropical fruit.

#### Pack Information

750mL/25.4oz. glass bottle  
12 bottles/case

#### Glass Bottle UPC:

0-89036-37291-6

#### Glass Case UPC:

1-00-89036-37291-3

### Tropical Breeze Iced Tea

1/2 oz. Torani Sugar Free Pineapple Syrup  
1/2 oz. Torani Sugar Free Mango Syrup  
8 oz. brewed black or green tea, chilled  
Ice

