



MULTIPLY YOUR BEVERAGE CHOICES AND PROFITS WITH TORANI.®

TRUE
BUSINESS
BUILDERS



FLAVOR
IS A KEY
MOTIVATOR
FOR CUSTOMERS
IN CHOOSING
A DRINK



THE TRUTH

Café customers want exciting specialty beverages all day long.

THE TAKE-AWAY

Use Torani-inspired beverages and support to differentiate your menu, increase sales and profits, and promote traffic throughout the day.

THE TECHNIQUE

1 MASTER THE BASICS

- Ensure your menu mix offers these essential categories:
 - Traditional espresso and flavored beverages (hot, iced or frappé lattes, cappuccinos, mochas and flavor shots)
 - Specialty signature and/or seasonal flavored offerings
 - Non-coffee options (smoothies, teas, Italian sodas and lemonades)
- Price consistently with the local market
- Design your menu to highlight your most profitable items

Torani





65% OF COFFEE SALES TAKE PLACE IN THE MORNING¹, MAKING THE AFTERNOON A MAJOR OPPORTUNITY FOR GROWTH

70% OF ORDER DECISIONS ARE MADE IN-STORE² MAKING P.O.P. A GREAT WAY TO UPSSELL

2 DRAW TRAFFIC WITH LIMITED TIME OFFERS (LTOs)

- Create excitement with seasonal flavor news or periodic flavor rotations
- Cross-utilize new flavors across coffee and non-coffee beverages

3 CREATE IMPULSE PURCHASES WITH MERCHANDISING AND SUGGESTIVE SELLING

- Entice with Torani table tents, posters and clings
- Offer free seasonal samples
- Use seasonal garnishes to set your beverages apart

4 EXPAND YOUR MENU TO DRIVE TRAFFIC ALL DAY

- Maximize morning sales with classic hot or cold espresso beverages, smoothies and your signature specialties
- Attract lunch and afternoon business with new flavors of iced frappés, teas, lemonades, smoothies and handcrafted sodas
- Differentiate with creative new beverage categories, such as infused energy drinks and frozen teas

TO GET STARTED

- Review your current menu with your Torani representative
- Identify the best new opportunities: specialty drinks, twists on a favorite or a new beverage platform

TRUE BENEFITS

TO YOUR CUSTOMERS

Signature drinks they can't find anywhere else

New ways to get a refreshing or energizing boost

TO YOUR CAFÉ

Highly profitable

Easy to execute

Sets your café apart from the competition

Grow your beverage business throughout the day with Torani. We provide the flavor insights, mixology expertise and coffeehouse savvy to help you design and implement a winning beverage menu.



To start increasing your beverage sales, contact Torani today.

800.775.1925 • www.torani.com/cafe



¹NACS, October 2009
²Next Level Marketing, February 2011 VIBE Study, 502 On-premise Chain Consumers