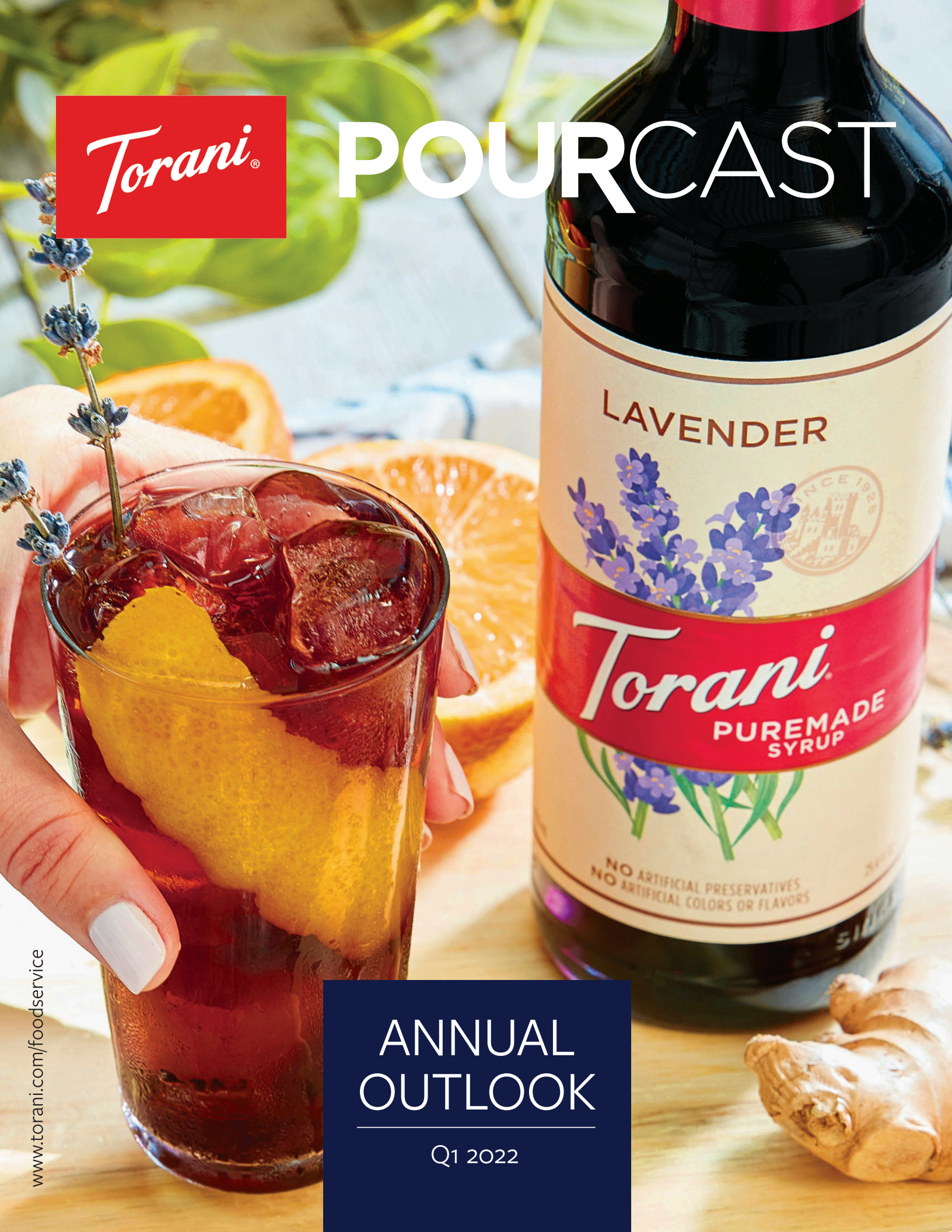




Torani®

# POURCAST



## ANNUAL OUTLOOK

Q1 2022



## Shift in *Consumption Patterns*

The pandemic fueled a rapid change in consumer purchase and consumption behaviors. The early-morning functional coffee occasion happens increasingly at home, pushing out-of-home occasions to mid-morning. This shift of just a few hours broadens the breadth of drinks consumers choose, extending beyond hot coffee and espresso beverages to cold forms of coffee and energy infusions.

Additionally, the afternoon snack daypart has evolved to become more beverage-centric, with the beverage functioning as the snack. Those mid-to-late afternoon beverages typically include functional elements (energy, hydration, satiety) in a fun package. Larger sizes, customizable caffeination and textural inclusions all differentiate and delight guests in this window.

### **Coral Cooler Green Tea**

½ oz. Torani Puremade Mango Syrup  
½ oz. Torani Puremade Passion Fruit Syrup  
½ oz. Torani Mango Purée  
8 oz. cold brew green tea

### **Strawberry Kiwi Coffee Palmer**

½ oz. Torani Strawberry Purée  
½ oz. Torani Puremade Kiwi Syrup  
4 oz. cold brew  
4 oz. lemonade

### **Cold Brew Caramel Milk Tea**

1 oz. Torani Puremade Salted Caramel Syrup  
7 oz. cold brew black tea  
1 oz. milk  
1 oz. tapioca pearls, cooked  
Whipped cream and Torani Puremade Caramel Sauce drizzle, for garnish

### **Cold Brew Float**

1 oz. Torani Root Beer Syrup  
8 oz. cold brew  
Splash sparkling water  
Whipped cream, for garnish

### **Monkey Bread Latte**

1 oz. Torani French Toast Syrup  
2 shots espresso  
8 oz. oat milk  
Whipped cream and Torani Puremade Caramel Sauce drizzle, for garnish



### **Blackberry Ice Box**

½ oz. Torani Blackberry Syrup  
½ oz. Torani Shortbread Syrup  
8 oz. cold brew  
Whipped cream and crushed graham crackers, for garnish

### **Afternoon Booster Tea**

½ oz. Torani Coconut Syrup  
½ oz. Torani Honey Sweetener  
8 oz. green tea  
2 oz. coconut water  
Pinch of sea salt, for garnish

### **Passion Oat Mocha**

½ oz. Torani Puremade Passion Fruit Syrup  
½ oz. Torani Puremade Dark Chocolate Sauce  
2 shots espresso  
8 oz. oat milk

### **Berry Mint Aqua Fresca**

½ oz. Torani Mojito Mint Syrup  
½ oz. Torani Raspberry Purée  
8 oz. water

### **Ube Milk Tea**

½ oz. Torani Puremade Ube Syrup  
½ oz. Torani Puremade Black Sugar Syrup  
8 oz. black tea  
2 oz. milk



# Borrowed Comfort –

## Where Nostalgia and Culinary Tourism Meet



For the past couple of years, we've seen people quench their taste for adventure with internationally inspired cuisine. This trend was amplified by people's inability to travel. Nostalgic flavors have also been center stage as people long for the "good old days".

Today, we are seeing these two top trends combine into one where people are looking forward to find new means of comfort through exploration instead of looking back to feel good. People are longing for happiness and connection through exploring the comfort foods and flavors of other countries.

### Salep (Turkish Cinnamon Milk)

½ oz. Torani Puremade Ube Syrup  
½ oz. Torani Cinnamon Syrup  
8 oz. whole milk  
½ oz. cornstarch (optional for hot beverage)  
Crushed toasted pistachios and dash of cinnamon, for garnish

### Horchata Caramel Cold Brew

¾ oz. Torani Caramel Syrup  
2 oz. horchata  
8 oz. cold brew

### Ube Iced Berry Refresher

½ oz. Torani Puremade Ube Syrup  
½ oz. Torani Mixed Berry Purée  
1 oz. lemon juice  
8 oz. sparkling water

### Black & Brown Oat Milk Cinnamon Latte

½ oz. Torani Brown Sugar Cinnamon Syrup  
½ oz. Torani Puremade Black Sugar Syrup  
2 shots espresso  
8 oz. oat milk  
Dash of cinnamon, for garnish

### Mangonada Coquito (Puerto Rican Eggnog)

½ oz. Torani Puremade Mangonada Syrup  
½ oz. Torani Puremade Vanilla Syrup  
8 oz. coconut cream  
3 oz. mango sorbet  
Dash of cinnamon and nutmeg, for garnish  
*Add ingredients to a blender and blend until smooth. Pour into a glass, add garnish, and serve!*

## INTRODUCING TORANI'S POURCAST FLAVOR OF 2022

## Torani Puremade Salted Egg Yolk Syrup

With a rich custard-like top note, Torani's Puremade Salted Egg Yolk Syrup is a perfect combination of sweet and savory with delightful umami mouthfeel.

This flavor is the culmination of years of global market and flavor trend research, resulting in an undeniably delicious, trend-forward "it" flavor, ready for widespread discovery in the U.S.

### Black Sugar Salted Egg Cold Brew

1 oz. Torani Puremade Black Sugar Syrup  
8 oz. cold brew  
Cold foam:\*\n¼ oz. Torani Puremade Salted Egg Yolk Syrup  
4 oz. half & half milk



# Over The Top - Beyond “Instagrammable”



With the rise of “do-it-yourself” home specialty drink makers, how do you create an appointment for people to leave their home and visit your café? **Offer experiences your customers can’t produce at home that add excitement to their day.**

**Utilize the barista expertise and professional equipment and products** you have on hand to elevate drinks available out of the home.

Lean into the over-the-top (OTT) trend with experiential beverages that go beyond being just “Instagrammable”. **Include drinks with texture, layers of color, unique ingredients or techniques** on your menu.

## “Bulletproof” Cheesecake Coffee

1 oz. Torani Cheesecake Syrup  
8 oz. coffee  
2 oz. Bulletproof™ MCT Oil  
½ tsp. collagen peptides

## Fruity Smoothie

6 oz. Torani Strawberry Banana Fruit Smoothie Mix  
2 oz. milk  
6 oz. ice  
2 oz. Fruity Pebbles™ Cereal  
Torani Puremade White Chocolate Sauce and Fruity Pebbles™ Cereal, for rim

## Unicorn Lemonade

(color changing blue to pink)  
1 oz. Torani Lemon Syrup  
2 oz. lemon juice  
8 oz. sparkling water  
Cold foam:\*  
½ oz. Torani Puremade Elderflower Syrup  
4 oz. coconut milk  
½ tsp. butterfly pea flower powder

## Cosmic Matcha Refresher

1 oz. Torani Coconut Syrup  
8 oz. sparkling water  
2 oz. coconut milk  
2 oz. matcha concentrate  
½ tsp. edible glitter

## Warm (or Cold) & Fuzzy

½ oz. Torani Vanilla Syrup  
½ oz. Torani Cinnamon Syrup  
8 oz. apple cider  
Cinnamon stick, for garnish

## Berries & Cream Slush

1 oz. Torani Blueberry Syrup  
1 oz. whipped cream  
5 oz. ice  
7 oz. sparkling water  
½ tsp. butterfly pea flower powder  
Whipped cream, for garnish  
*Place 1 oz. whipped cream at bottom of glass. Blend remaining ingredients until slushy. Pour into glass and top with whipped cream.*

### \*Cold Foam Instructions:

**Combine ¾ oz. Torani Syrup and 4 oz. nonfat milk (or other syrup measurement/dairy 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.**

# Functional Energy

## Beyond Coffee

We've seen flavor-infused energy drinks on the rise for the past couple of years. In fact, **33% of consumers purchased a made-to-order flavor-infused energy drink in the last 3 months<sup>1</sup>**. A trend that started in the Pacific Northwest and New England areas has made its way across the U.S. Big chains have seen major success by adding “made-to-order” energy to their menus.

### The heaviest users of this category are typically:

- ▶ Between the ages of 25-39
- ▶ Married
- ▶ Have young children at home
- ▶ Either sex
- ▶ Higher income
- ▶ Working full time
- ▶ Purchase habitually
- **41% of category users purchase once a day or more<sup>1</sup>**
- ▶ Spend a lot on the category
- **36% say they spend \$50 or more per month on the MTO energy category<sup>1</sup>**

<sup>1</sup>Attest Survey of 750 US Consumers, ages 18-54, August 2021



### Melon Madness Energizer

½ oz. Torani Cantaloupe Syrup  
½ oz. Torani Watermelon Syrup  
8 oz. energy drink  
¼ cup watermelon pieces  
Whipped cream, for garnish

### Pucker Up Energy Infusion

½ oz. Torani Lemon Syrup  
½ oz. Torani Pomegranate Syrup  
8 oz. energy drink  
Sour gummy candy, for garnish

### Coco-Lime Energy Infusion

½ oz. Torani Coconut Syrup  
½ oz. Torani Lime Syrup  
8 oz. energy drink  
Splash of coconut milk  
Lime wedge, for garnish

### Atomic Berry Energy Infusion

½ oz. Torani Sugar Free Blue Raspberry Syrup  
½ oz. Torani Sugar Free Lime Syrup  
8 oz. sugar free energy drink  
Lime wedge, for garnish

### Electric Orange Energizer

½ oz. Torani Puremade Bergamot Syrup  
½ oz. Torani Orange Syrup  
8 oz. energy drink  
Splash of orange juice  
Mandarin orange slices, for garnish

### Royal Flush Energy Infusion

½ oz. Torani Blackberry Syrup  
½ oz. Torani Blue Raspberry Syrup  
8 oz. energy drink  
Blackberries or shark gummy candy, for garnish

# Everything's *Blooming Up*

Florals continue to blossom as new fragrant flavors are introduced, such as elderflower. A popular way to incorporate florals in your menu is by pairing them with other familiar flavors.

Flavors that are low in acidity and high in fragrance usually do well with anything floral. This creates a delicate, balanced and complementary flavor profile that brings complexity and sophistication to your beverages.

## Torani's Floral Favorites:

Rose  
Lavender  
Elderflower  
Hibiscus

## Flavor Friends of Floral:

Bergamot  
Honey  
Cantaloupe  
Vanilla  
Matcha  
Peach  
Blueberry  
Lemon

### Strawberry Rose Milk Tea

½ oz. Torani Strawberry Syrup  
½ oz. Torani Rose Syrup  
8 oz. black tea  
2 oz. milk  
Dried strawberries, for garnish



### Lavender Chai Spice Latte

½ oz. Torani Lavender Syrup  
½ oz. Torani Chai Tea Spice Syrup  
2 shots espresso  
8 oz. milk

### Elderflower Orange Blossom Tea

½ oz. Torani Puremade Elderflower Syrup  
½ oz. Torani Orange Syrup  
8 oz. black tea  
Drizzle of honey  
Splash of orange blossom water

### Cloudy White Tea Latte

½ oz. Torani Puremade Vanilla Syrup  
½ oz. Torani Puremade Elderflower Syrup  
8 oz. white tea cold brew  
1 oz. milk  
Splash of vanilla sweet cream

### Lavender Sparkling Lemonade

½ oz. Torani Puremade Lavender Syrup  
½ oz. Torani Puremade Bergamot Syrup  
8 oz. lemonade  
Splash sparkling water  
Thyme sprig, for garnish

### Pink Cantaloupe & Coconut Milk Tea

½ oz. Torani Cantaloupe Syrup  
½ oz. Torani Coconut Syrup  
8 oz. hibiscus tea  
2 oz. coconut milk  
Whipped cream and toasted coconut,  
for garnish

*Join  
today!*



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

For 97 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 and join us!

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